

The Planning Survey 19

The world's largest survey of planning software users

This is a specially produced summary
by BARC of the headline results for
IBM Planning Analytics





KPI results

22 top-rankings
and

17 leading
positions

in 5 different
peer groups.

 | BARC #PLANNING SURVEY 19



Requirements I

96%

of surveyed users rate
IBM Plan Analytics' **coverage
of reporting/analysis
requirements** as **very good,
good** or **satisfactory**.*

* Compared to **93%** for the average
planning tool.

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Requirements II

54%

of surveyed users chose
IBM Plan Analytics for its
**coverage of plannic
specific requirements**.*

* Compared to **46%** for the average
planning tool.

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Users

On average, **584**

employees in
a company **use**
IBM Plan Analytics.*

* Compared to **397** for the average
planning tool.

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Flexibility

50%

of surveyed users
chose IBM Plan Analytics
for its **flexibility**.*

* Compared to **49%** for the average
planning tool.

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Performance

56%

of surveyed users
chose IBM Plan Analytics
for its **convincing
performance**.*

* Compared to **30%** for the average
planning tool.

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Peer Group
Enterprise Software Vendors

1. Top-ranked in

- Product satisfaction
- Planning functionality
- Driver-based planning
- Performance satisfaction
- Flexibility
- User experience
- Considered for purchase
- Competitiveness

Leader in

- Business benefits
- Project success
- Business value
- Recommendation
- Forecasting
- Reporting/analysis
- Functionality
- Self-service

Peer Group
Global Vendors

1. Top-ranked in

- Planning functionality
- Performance satisfaction
- Flexibility
- User experience
- Considered for purchase
- Competitiveness

Leader in

- Recommendation
- Driver-based planning
- Self-service

BARC Summary

With 22 top ranks and 17 leading ranks in five different peer groups, IBM Planning Analytics again achieves a great set of results in this year's Planning Survey. Convincing ratings in numerous important KPIs help to consolidate its position as a global market leading planning and simulation vendor. Companies can benefit from using Planning Analytics in terms of improved integration of different sub-budgets, improved integration of planning with reporting/analysis, improved integration of strategic and operational planning and increased competitive advantage. 87 percent of respondents are 'somewhat satisfied' or 'very satisfied' with Planning Analytics, a major reason behind its recommendation rate of 81 percent. IBM offers a comprehensive planning and OLAP analysis tool which customers appear to be very satisfied with.



Peer Group
Flexible Planning Platforms

1. Top-ranked in

- Performance satisfaction
- Considered for purchase
- Competitiveness

Leader in

- Driver-based planning
- Self-service

Peer Group
BI-focused Products

1. Top-ranked in

- Driver-based planning
- Performance satisfaction
- Considered for purchase

Leader in

- Planning functionality
- Competitiveness

Peer Group
North American Vendors

1. Top-ranked in

- Considered for purchase
- Competitiveness

Leader in

- Driver-based planning
- Performance satisfaction



The Planning Survey 19 *User Review Matrix* - Peer group: Enterprise Software Vendors

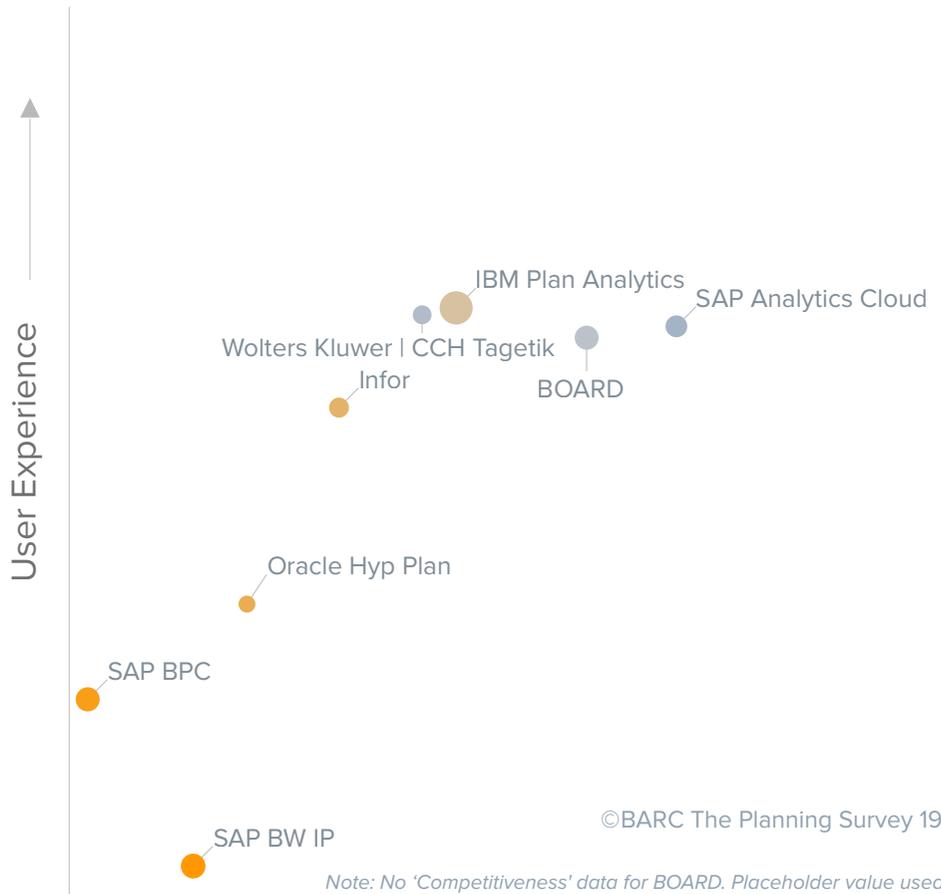


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- Highest Competitiveness
- Lowest Competitiveness
- Highest Customer Satisfaction
- Lowest Customer Satisfaction



The Planning Survey 19 User Review Matrix - Peer group: Global Vendors



- Highest Competitiveness
- Lowest Competitiveness
- Highest Customer Satisfaction
- Lowest Customer Satisfaction



The Planning Survey 19 IBM Planning Analytics top ranks

Category	Peer Group
Competitiveness	Enterprise Software Vendors
Competitiveness	Flexible Planning Platforms
Competitiveness	Global Vendors
Competitiveness	North American vendors
Considered for purchase	BI-Focused Products
Considered for purchase	Enterprise Software Vendors
Considered for purchase	Flexible Planning Platforms
Considered for purchase	Global Vendors
Considered for purchase	North American vendors
Driver-based planning	Enterprise Software Vendors
Driver-based planning	BI-Focused Products
Flexibility	Enterprise Software Vendors



The Planning Survey 19 IBM Planning Analytics top ranks



Customer Quotes

Outstanding piece of software, which is very flexible and agile and which has a broad variety of potential usage.

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

Positiv, zügige Entwicklung und Gefühl für den Fachbereich, frühes und schnelles Reagieren auf Feedback möglich. Das Tool kann dem Fachbereich angepasst werden und es muss sich nicht der Fachbereich dem Tool anpassen.

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” Person responsible/Project manager for BI from IT department, manufacturing, >2,500 employees

Ein flexibles OLAP-Tool, das ohne großen IT-Aufwand durch die Controller selbst administriert werden. Datenmodell (Cubes) sind leicht zu erstellen. Durch die Excel-Integration können Kalkulationen / Businesspläne für neue Produktideen der operativen Bereiche schnell in das Datenmodell übernommen werden - essentiell in einem hoch-dynamischen Umfeld.

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” Head of business department, media/publishing, 101-2,500 employees

Scalability and speed are the biggest factors that pushed TM1 to the next level as product of our choice.

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” Member of a cross-departmental BI team, education, >2,500 employees

Rasche Implementierung und eigenständige Weiterentwicklung in der Fachabteilung möglich, starker internationaler Softwarehersteller.

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” Line of business employee, transport and logistics, >2,500 employees



IBM Planning Analytics overview

IBM is one of the world's largest vendors of IT hardware, software and services. The company has a global workforce of approximately 380,000 employees and is active in over 170 countries. In 2007, IBM purchased the Canadian software vendor Cognos for about \$5 billion (including IBM TM1) to become the center of its future BI product portfolio. IBM's performance management portfolio is completed by IBM Cognos Controller for financial consolidation and regulatory reporting (originally developed by Swedish vendor Frango) and IBM Cognos Disclosure Management.

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

Planning Analytics (based on IBM 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 its rich

functionality for planning and OLAP analysis, and its in-memory technology, the product plays a strategic role for IBM. Planning Analytics is 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 any one particular topic and only a little predefined business content is available with the product.

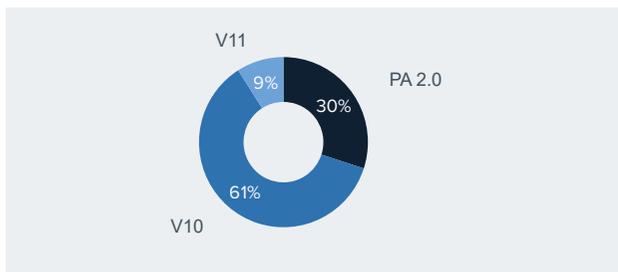
Planning Analytics is used by enterprises of all sizes and industry sectors. The product is suitable for creating data entry screens for multiple sub-budgets, consolidating their results, and running simple to highly complex calculations. Hundreds of solutions – from small-scale departmental tools to 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 89 responses from IBM Planning Analytics users. At the time of the survey, 61 percent of them were using version 10, 30 percent were running version PA 2.0 and 9 percent had version 11.

Versions used

n= 89



BARC THE PLANNING SURVEY 19

The Planning Survey 19 is based on findings from the world's largest and most comprehensive survey of planning software users, conducted from November 2018 to February 2019. In total, 1,367 people responded to the survey with 1,195 answering a series of detailed questions about their use of a named product. Altogether, 22 products (or groups of products) are analyzed in detail.

The Planning Survey 19 examines user feedback on planning product selection and usage across 28 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](#).

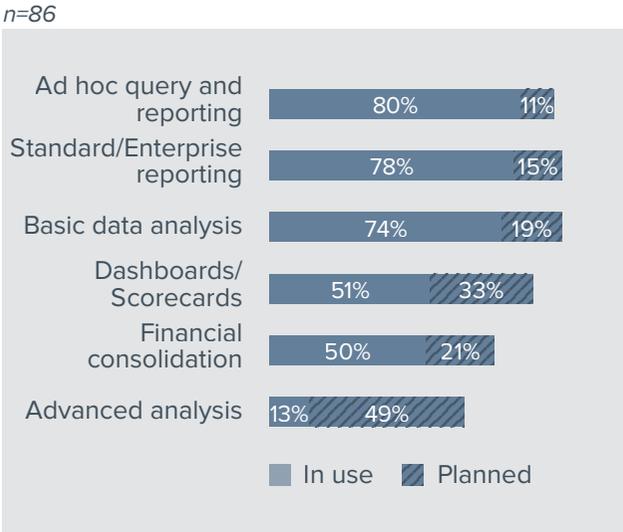


User and Use Case Demographics

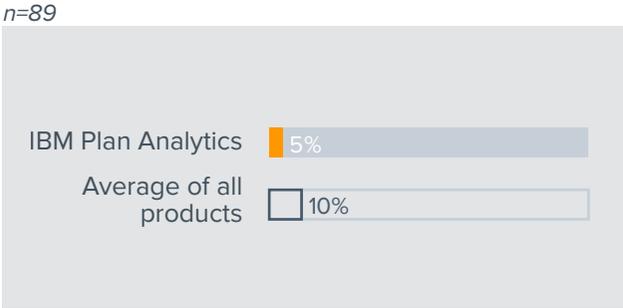
BARC Comment

Besides planning, customers mainly use IBM Planning Analytics today for ad hoc query and reporting (80 percent), standard/enterprise reporting (78 percent) and basic data analysis (74 percent). 49 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. 72 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 70 of them using planning functionality), but the mean of 584 users (317 for planning) indicates there are also some significantly larger implementations. 65 percent of IBM Planning Analytics users are planning users – above the survey average of 63 percent – reflecting the fact that IBM Planning Analytics is essentially a planning tool rather than a BI tool.

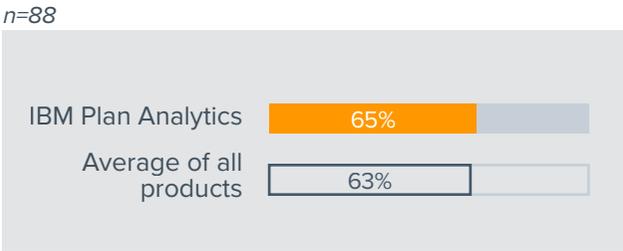
Current vs. planned use (besides planning)



Percentage of employees using IBM Plan Analytics



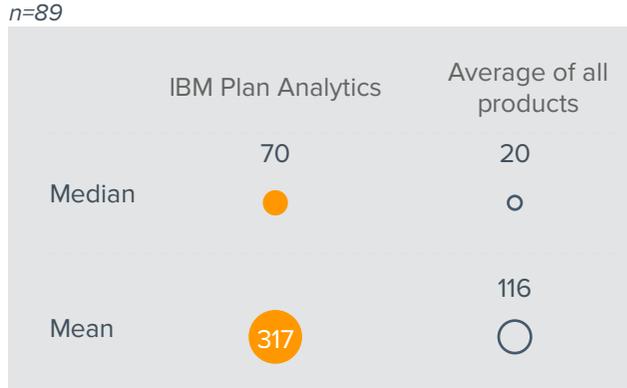
Planning users (as a percentage of all users)



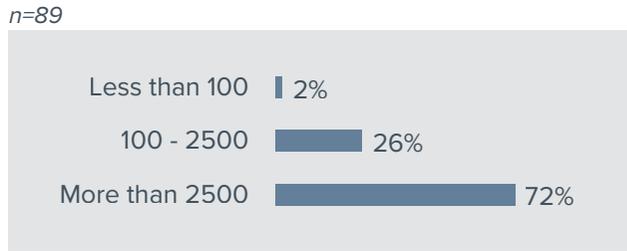
Total number of users per company



Planning users per company



Company size (employees)



The KPIs

The Planning Survey 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 Planning Survey.
- Only products with samples of at least 15 - 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 19 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
- North American Vendors

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.

North American Vendors: North American vendors are headquartered in North America and do the majority of their business there.

Recommendation

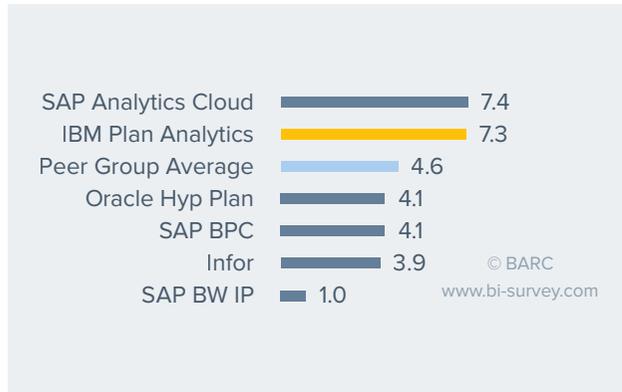


This KPI is based on the proportion of users that say they would recommend the product to others.

Recommendation – Leader



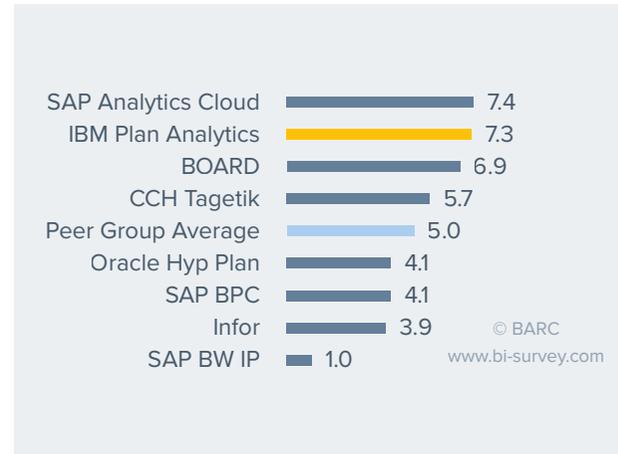
Peer Group: Enterprise Software Vendors



Recommendation – Leader



Peer Group: Global Vendors



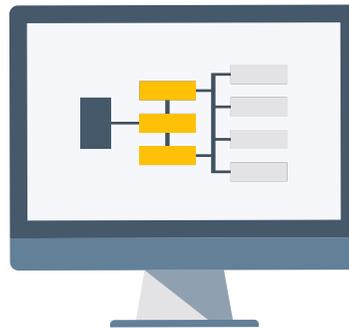
Recommendation



BARC Viewpoint

All in all, Planning Analytics comes highly recommended by its customers, which is a great indicator of customer satisfaction. Planning Analytics clearly creates real business value for companies and many customers benefit from using it. Furthermore, there is a high level of satisfaction with the vendor, its product, the product's functionality and the user experience in general. Compared to IBM's large global competitors such as SAP, Oracle, Infor and Tagetik, IBM receives very good customer feedback for many important KPIs. The number of leading and top rankings it earns confirm that Planning Analytics is a comprehensive planning product that can hold its own against other market-leading products. 87 percent of respondents are 'somewhat satisfied' or 'very satisfied' with Planning Analytics, a major reason behind its recommendation rate of 81 percent.

Planning functionality

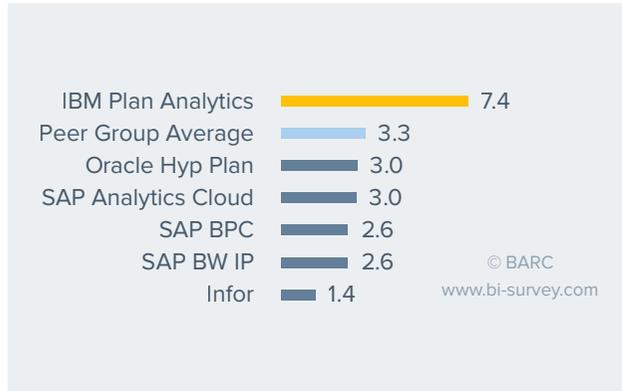


This KPI measures user ratings of the product's coverage of planning specific requirements.

Planning functionality – Top-ranked



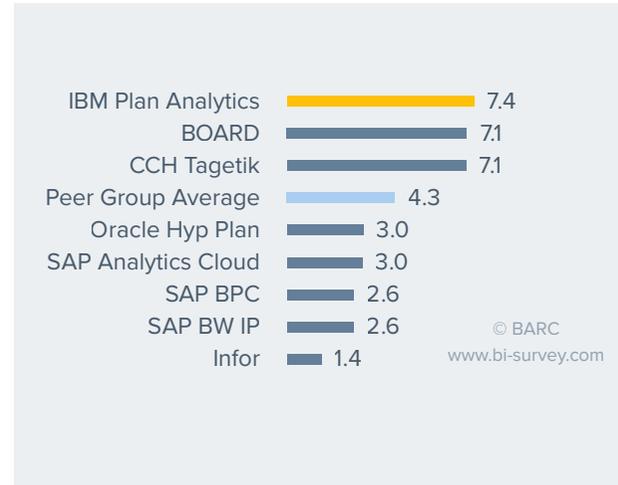
Peer Group: Enterprise Software Vendors



Planning functionality – Top-ranked



Peer Group: Global Vendors



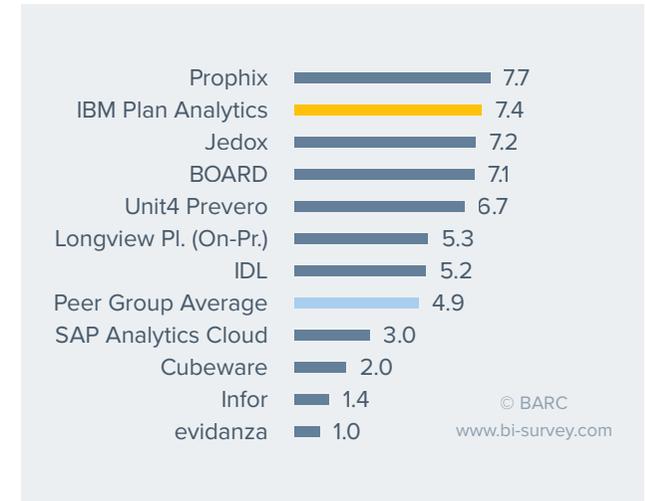
Planning functionality



Planning functionality – Leader

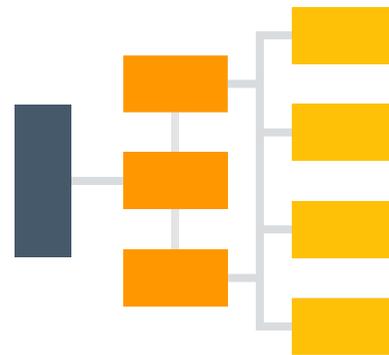


Peer Group: BI-focused Products



Planning Analytics is IBM's strategic planning product. Due to its rich functionality for planning and OLAP analysis, and its in-memory technology, the product plays a strategic role for IBM. 'Good coverage of planning specific requirements' is one of the major reasons why companies choose to buy Planning Analytics. The majority of 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). Planning Analytics ranks top for its planning functionality in the 'Enterprise Software Vendors' and 'Global Vendors' peer groups.

Driver-based planning

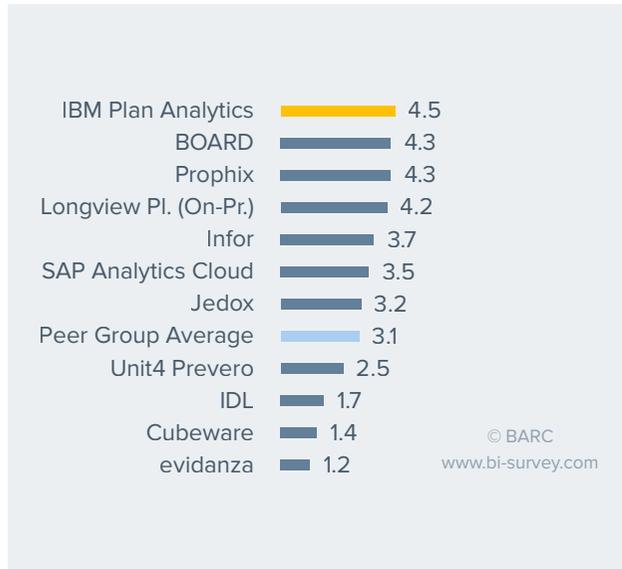


This KPI is based on the proportion of respondents' organizations currently performing driver-based planning with their product.

Driver-based planning – Top-ranked



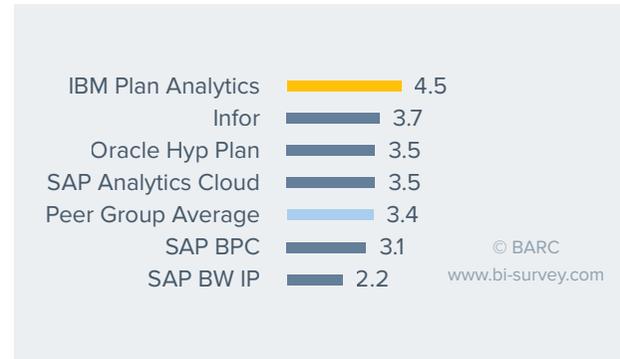
Peer Group: BI-focused Products



Driver-based planning – Top-ranked



Peer Group: Enterprise Software Vendors



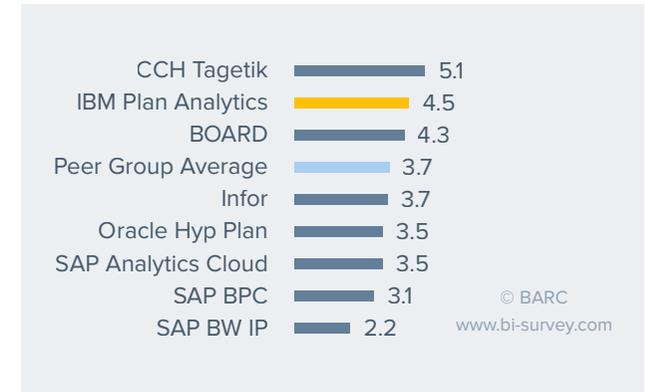
Driver-based planning



Driver-based planning – Leader



Peer Group: Global Vendors



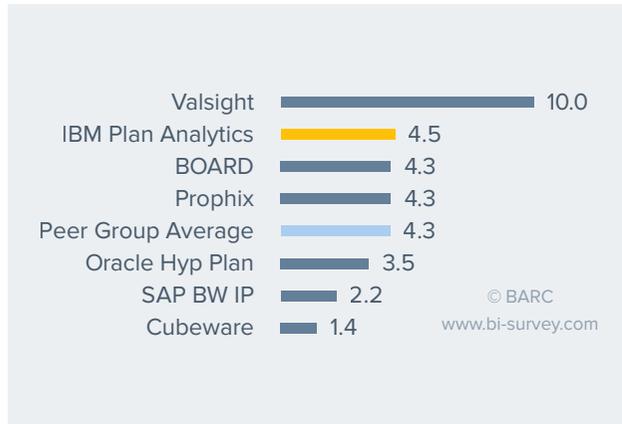
BARC Viewpoint

Due to the product's flexibility, various planning strategies and approaches can be implemented with Planning Analytics. For example, driver-based planning is a frequent planning use case for customers. 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 like driver-based planning. The flexible development environment and multidimensional database allow for a highly individual modeling of the underlying planning model and calculations. In this year's Planning Survey, Planning Analytics achieves two top ranks and three leadership positions in its peer groups for 'Driver-based planning'.

Driver-based planning – Leader



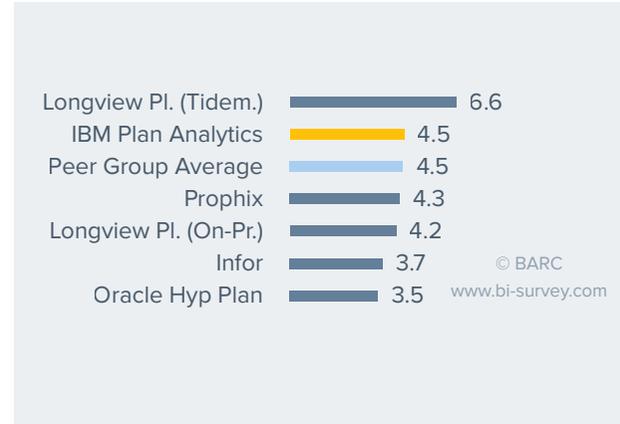
Peer Group: Flexible Planning Platforms



Driver-based planning – Leader



Peer group: North American Vendors



Reporting/analysis & Functionality



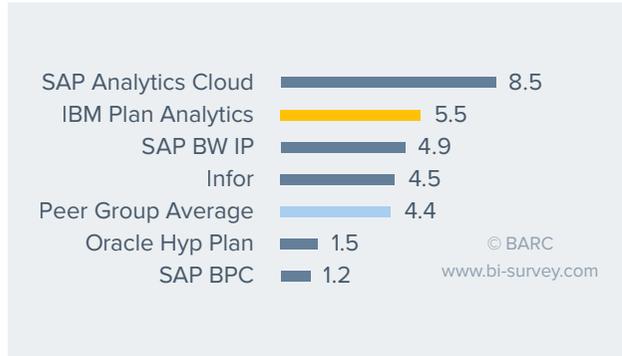
The 'Reporting/analysis' KPI measures user ratings of the product's coverage of reporting/analysis requirements.

The 'Functionality' KPI combines the 'Predefined data connectivity', 'Data integration', 'Planning content', 'Planning functionality', 'Workflow', 'Forecasting', 'Simulation', 'Driver-based planning' and 'Reporting/analysis' KPIs.

Reporting/analysis – Leader



Peer Group: Enterprise Software Vendors



BARC Viewpoint

Reporting/analysis



Planning Analytics is essentially an integrated planning and OLAP analysis tool based on a high performance in-memory technology. Besides planning functionality, the product offers good ad hoc reporting and OLAP analysis capabilities for end users. Reporting and analysis generally takes place in Excel using native Excel functionality and is therefore easy to use. 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. In this year's Planning Survey, Planning Analytics achieves a leading rank for 'Reporting/analysis' in the 'Enterprise Software Vendors' peer group.



Functionality

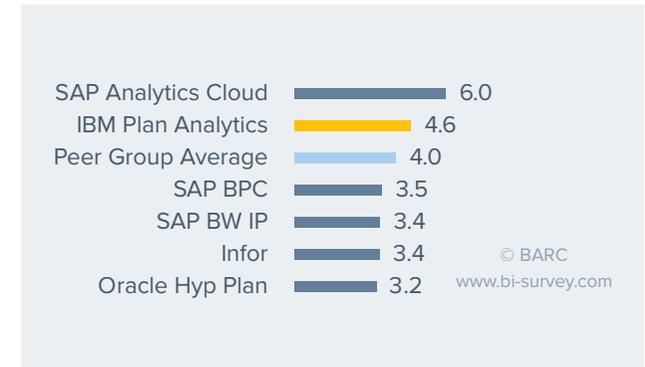
BARC Viewpoint

'Functionality' is an aggregated KPI which combines the 'Predefined data connectivity', 'Data integration', 'Planning content', 'Planning functionality', 'Workflow', 'Forecasting', 'Simulation', 'Driver-based planning' and 'Reporting/analysis' KPIs. In achieving good customer feedback for many of these KPIs, particularly in the 'Enterprise Software Vendors' peer group, Planning Analytics emerges as a leader in this category. The product's comprehensive planning and forecasting functionality, which is the core of the product, is a key factor in convincing and satisfying customers. It provides centralized top-down planning, decentralized bottom-up planning or a combination of both approaches. Customers can address various planning topics on one common platform, with different aggregation levels (e.g., strategic as well as operational planning) for an integrated enterprise planning approach.

Functionality – Leader



Peer Group: Enterprise Software Vendors



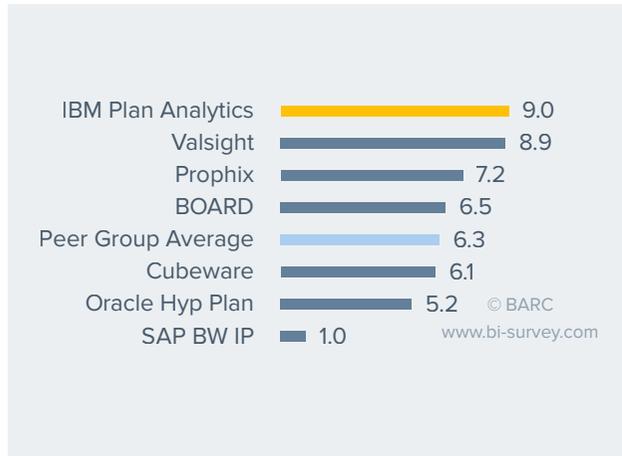
Performance satisfaction



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

Performance satisfaction – Top-ranked

Peer Group: Flexible Planning Platforms



Performance satisfaction – Top-ranked

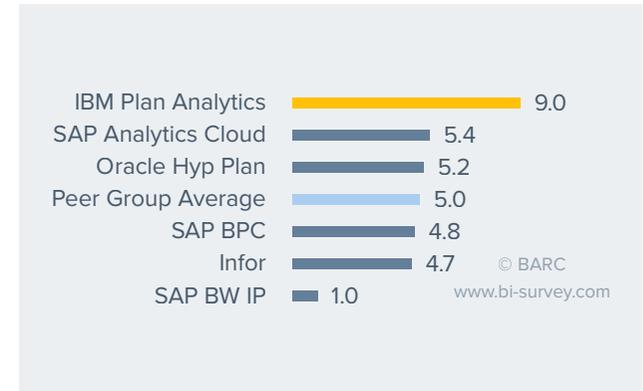
Peer Group: BI-focused Products



Performance satisfaction

Performance satisfaction – Top-ranked

Peer Group: Enterprise Software Vendors

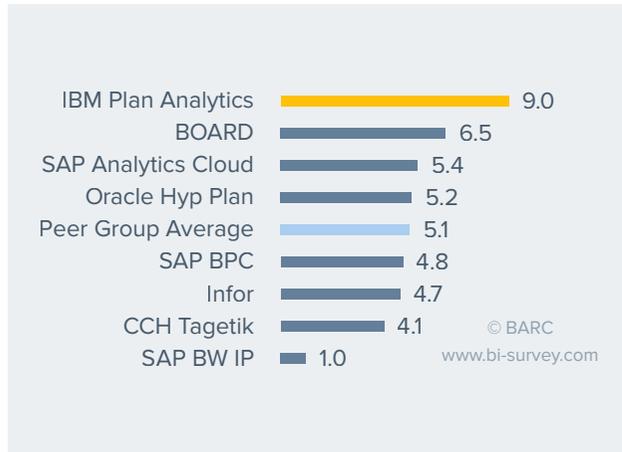


Planning Analytics is essentially a high-performance, multidimensional in-memory database for planning and OLAP analysis with Excel and web front ends. The scalable product is used in thousands of implementations worldwide, from small-scale departmental scenarios with just a few users and small data volumes to installations with thousands of users. Year after year, The Planning Survey proves that performance satisfaction is high among users, an impressive finding given the size of many Planning Analytics deployments. Indeed ‘Convincing performance’ is the main 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 from IBM’s point of view. Planning Analytics ranks top for ‘Performance satisfaction’ in four of its peer groups.

Performance satisfaction – Top-ranked



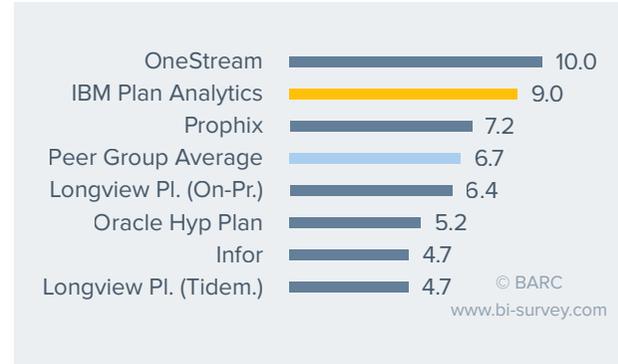
Peer Group: Global Vendors



Performance satisfaction – Leader



Peer group: North American Vendors



Performance satisfaction



Flexibility

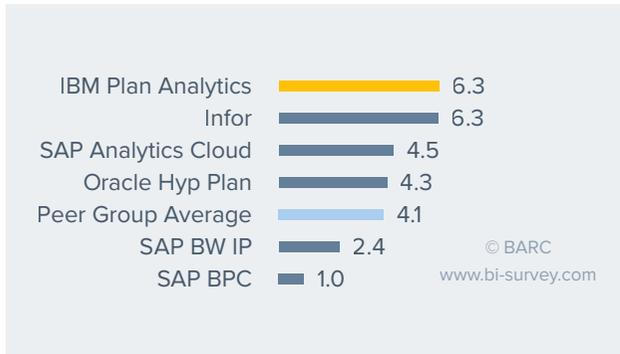


This KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.

Flexibility – Top-ranked



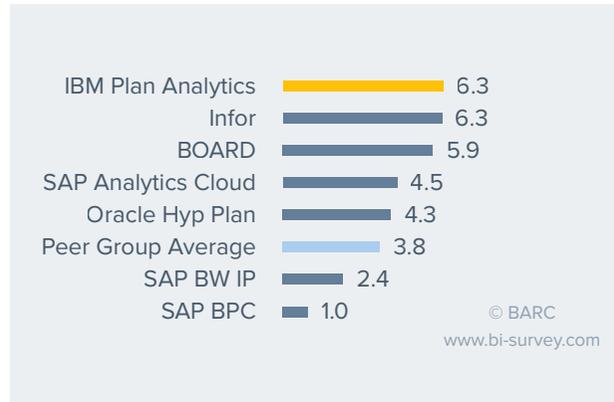
Peer Group: Enterprise Software Vendors



Flexibility – Top-ranked



Peer Group: Global Vendors



'Flexibility of the software' is a prominent reason why companies choose to buy Planning Analytics. At its core, Planning Analytics is a very flexible multidimensional database, which can be individually modeled and used for various planning and CPM use cases. 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. It 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. Planning Analytics ranks number one for 'Flexibility' in two of its peer groups.

Self-service

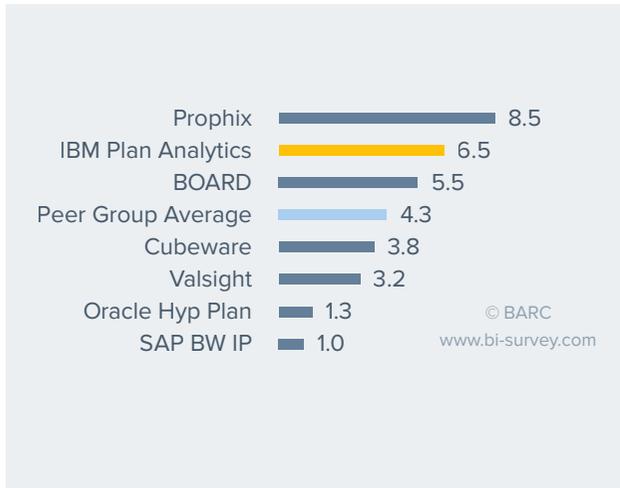


This KPI is based on the proportion of respondents' organizations currently using self-service planning features with their product.

Self-service – Leader



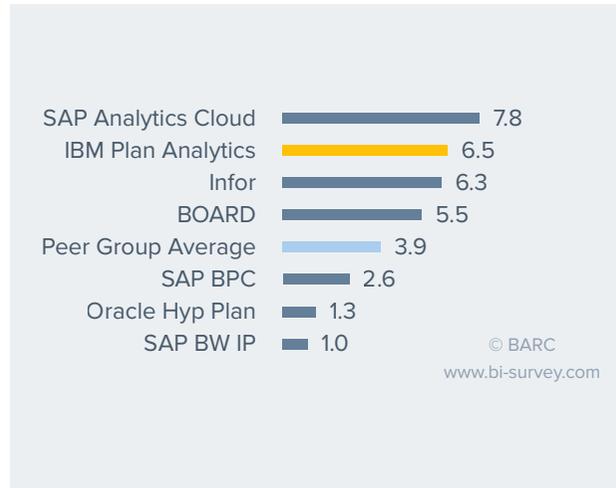
Peer Group: Flexible Planning Platforms



Self-service – Leader



Peer Group: Global Vendors



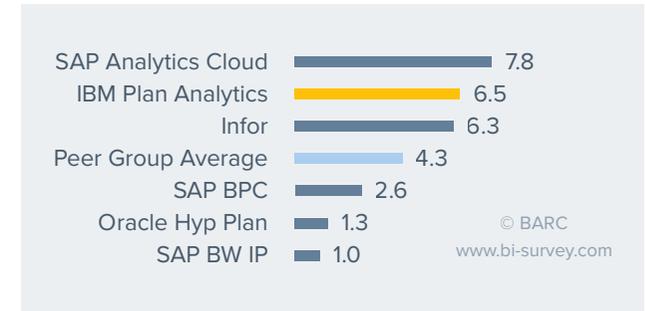
Self-service



Self-service – Leader



Peer Group: Enterprise Software Vendors



BARC Viewpoint

With its Excel-based multidimensional product approach, Planning Analytics is an easy-to-use planning product, which is ideal for self-service planning in business departments. Essentially, it is a flexible development environment targeted at business power users who use the Excel-based tool 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.

User experience

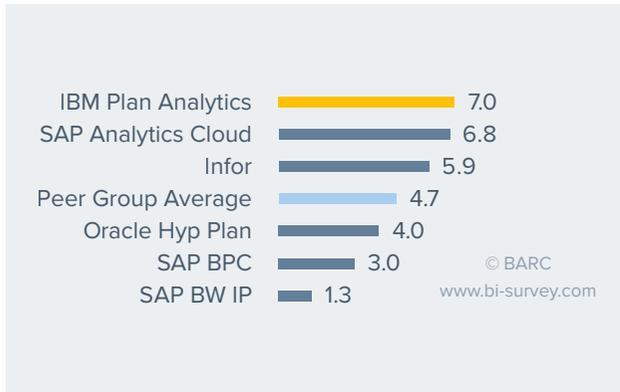


Combines the 'Performance satisfaction', 'Ease of use', 'Flexibility' and 'Self-service' KPIs.

User experience – Top-ranked



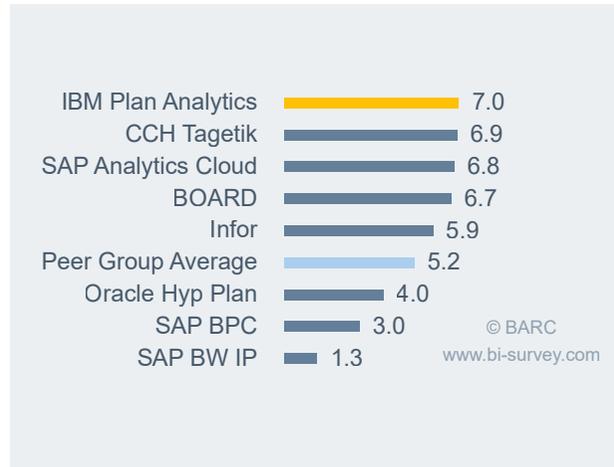
Peer Group: Enterprise Software Vendors



User experience – Top-ranked



Peer Group: Global Vendors



User experience



'User experience' is an aggregated KPI which combines the 'Performance satisfaction', 'Ease of use', 'Flexibility' and 'Self-service' KPIs. Good results, particularly in the 'Performance satisfaction', 'Flexibility' and 'Self-service' KPIs, place Planning Analytics top in two of its peer groups. The results of this year's Planning Survey confirm that Planning Analytics customers are satisfied with the performance of the product, its flexibility and the opportunity to use it for self-service planning in business departments. Problems encountered by Planning Analytics users are few and far between. Indeed, 36 percent of respondents say they have no significant problems at all when using it.

Considered for purchase

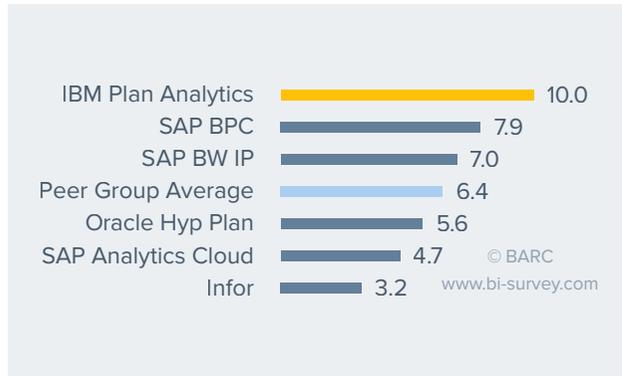


This KPI is based on whether respondents considered purchasing the product.

Considered for purchase – Top-ranked



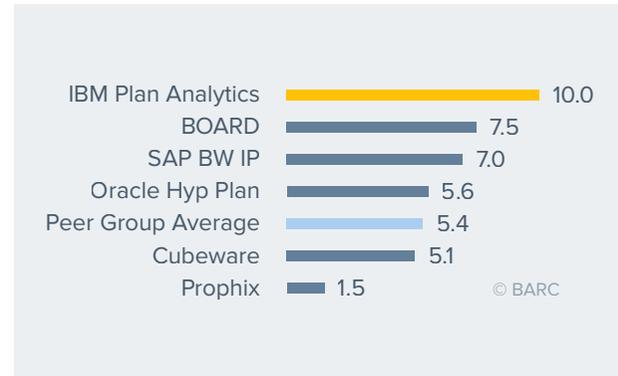
Peer Group: Enterprise Software Vendors



Considered for purchase – Top-ranked



Peer Group: Flexible Planning Platforms



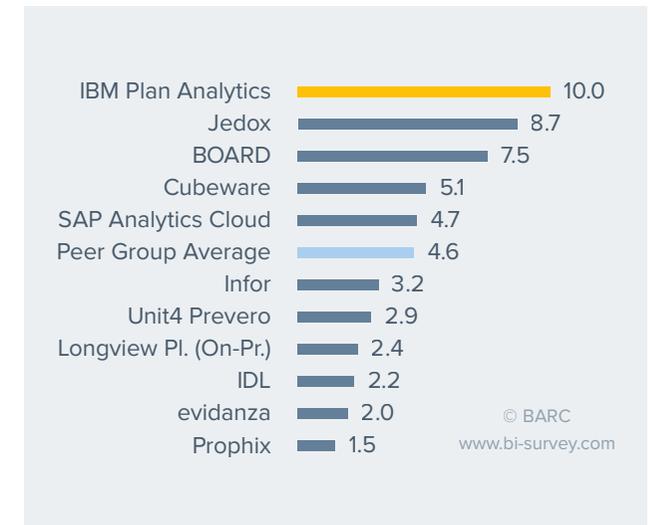
Considered for purchase



Considered for purchase – Top-ranked



Peer Group: BI-focused Products

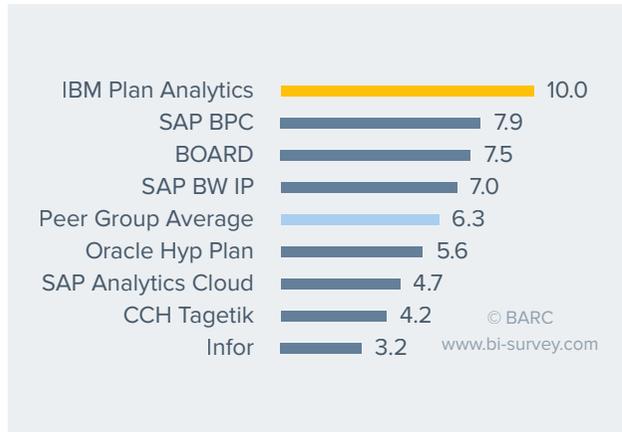


Planning Analytics has been on the market since the 1980s so is very mature and well known. It was one of the original multidimensional databases and, while it has been modernized over time, it has never undergone any significant change. The key concept of matching a multidimensional database with an Excel front end has always been popular. Consequently, 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. Planning Analytics is considered for purchase more often than most tools on the market and is therefore top-ranked in all five of its peer groups

Considered for purchase – Top-ranked



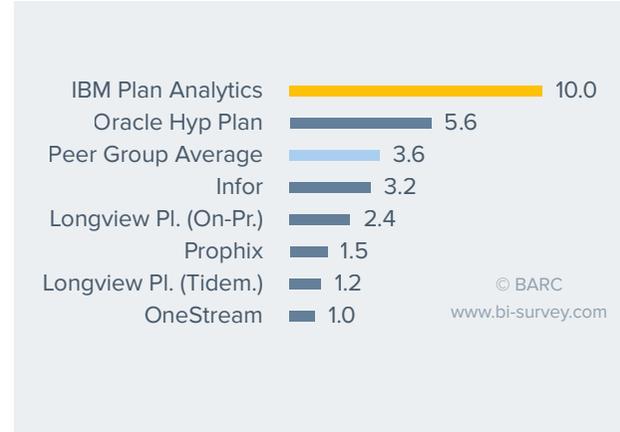
Peer Group: Global Vendors



Considered for purchase – Top-ranked



Peer group: North American Vendors



Considered for purchase

Competitiveness

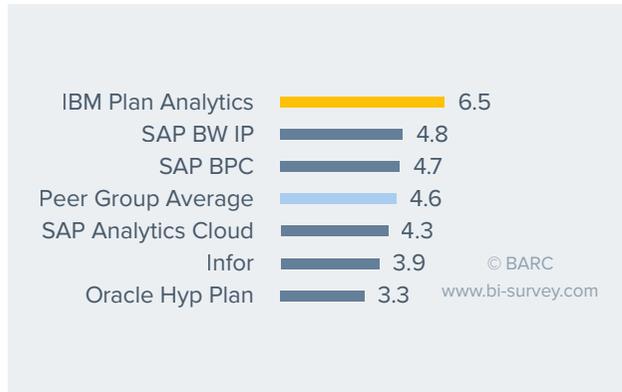


This KPI combines the 'Considered for purchase' and 'Competitive win rate' KPIs.

Competitiveness – Top-ranked



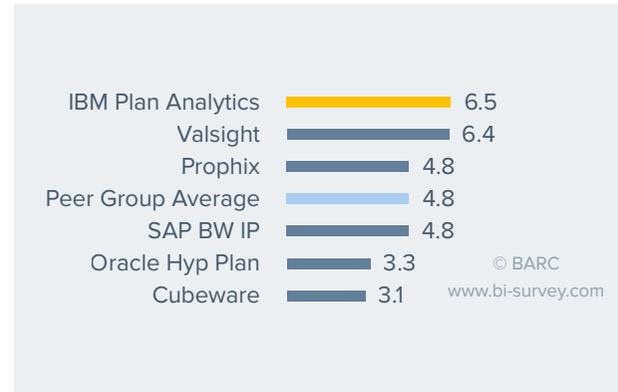
Peer Group: Enterprise Software Vendors



Competitiveness – Top-ranked



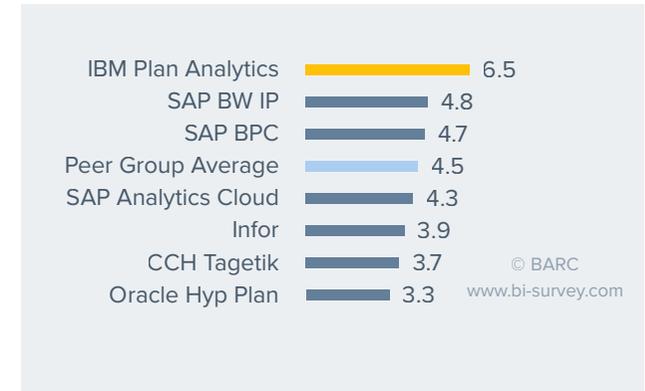
Peer Group: Flexible Planning Platforms



Competitiveness – Top-ranked



Peer Group: Global Vendors

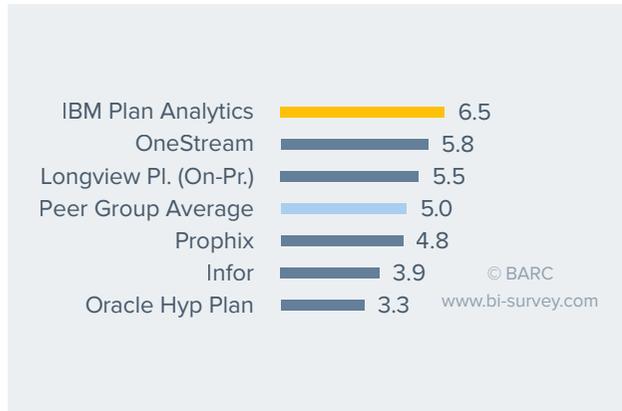


‘Competitiveness’ is an aggregated KPI which combines the ‘Considered for purchase’ and ‘Competitive win rate’ KPIs. Planning Analytics definitely has the market presence to be widely considered for purchase all over the world. Consequently it achieves top ranks for ‘Competitiveness’ in four of its peer groups. The product’s competitive win rate – based on the percentage of deals won in competitive evaluations against other vendors – is also satisfactory and around average. Many customers benefit greatly from using Planning Analytics and, when looking for an Excel and web-based high performance planning and OLAP analysis tool, companies should certainly consider Planning Analytics as an option.

Competitiveness – Top-ranked



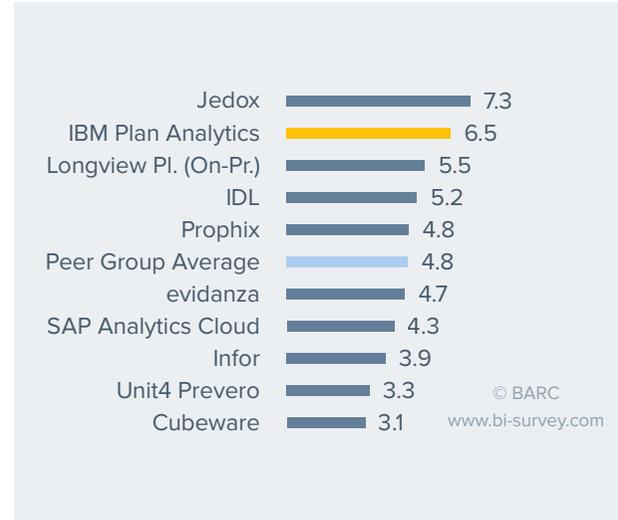
Peer group: North American Vendors



Competitiveness – Leader



Peer Group: BI-focused Products



Business benefits & Project success



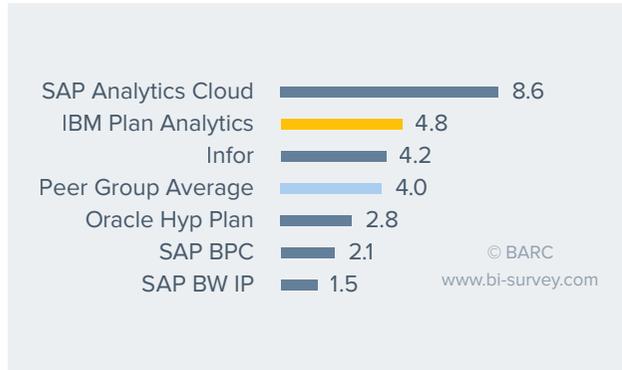
The 'Business benefits' KPI is based on the achievement level of a variety of business benefits.

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



The Planning Survey results show that Planning Analytics creates real business value and benefits for its customers. The product offers comprehensive planning and OLAP analysis functionality with complementary options for Excel and web-based reporting. Business benefits such as improved integration of different sub-budgets, improved integration of planning with reporting/analysis and improved integration of strategic and operational planning are achieved by an above-average proportion of Planning Analytics users compared to other planning products. Overall, these benefits lead to an increased competitive advantage for many customers. The product achieves a creditable second place in the 'Enterprise Software Vendors' peer group for 'Business benefits'.

Project success

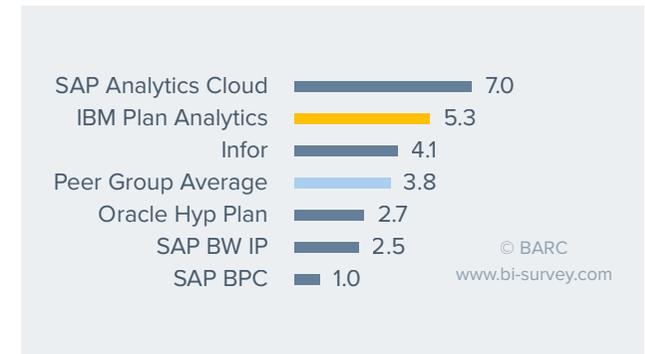
BARC Viewpoint

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 achieves a leading rank for 'Project success' in the 'Enterprise Software Vendors' peer group, comfortably beating many of its international rivals. The flexibility of Planning Analytics as an Excel-based development environment targeted at business power users might also contribute to the success of projects because many different planning and OLAP analysis requirements can be addressed with this single product.

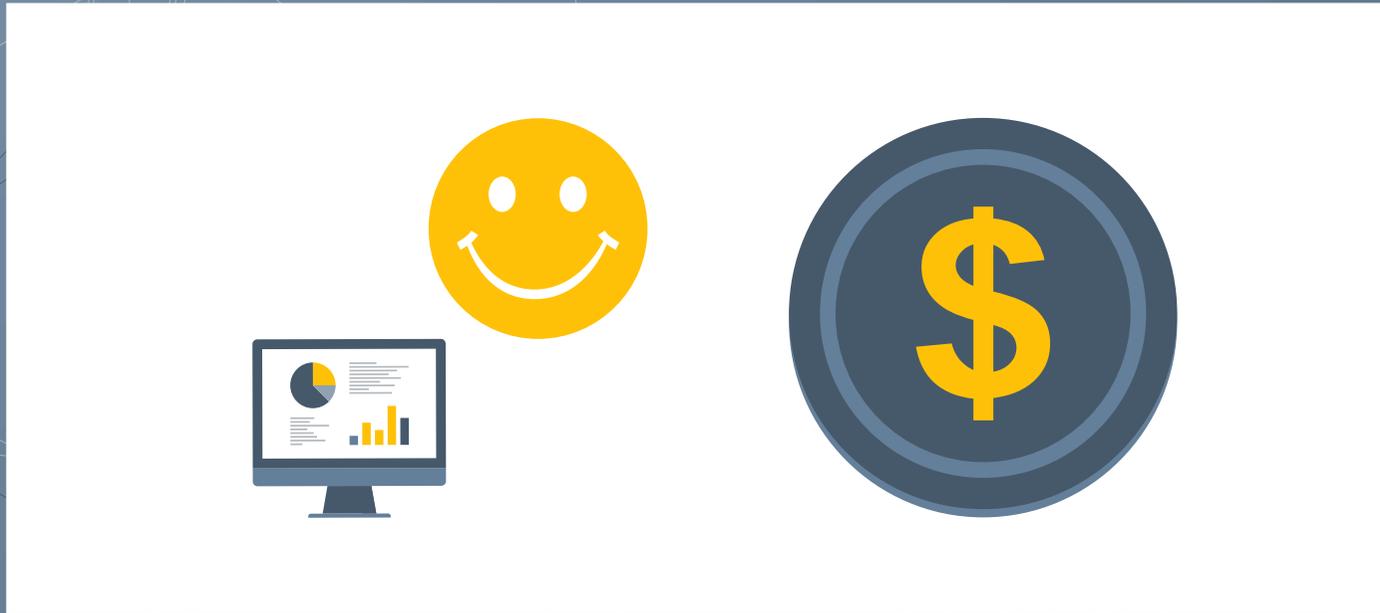
Project success – Leader



Peer Group: Enterprise Software Vendors



Product satisfaction & Business value



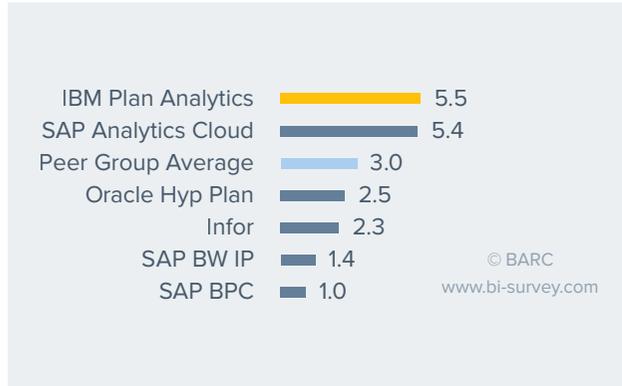
The 'Product satisfaction' KPI is based on the frequency of problems encountered with the product.

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

Product satisfaction – Top-ranked



Peer Group: Enterprise Software Vendors



BARC Viewpoint

Product satisfaction



Year after year, The Planning Survey results confirm that Planning Analytics customers are largely satisfied with the product. The 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 business 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, 36 percent of customers say they experience no significant problems at all with the product.



Business value

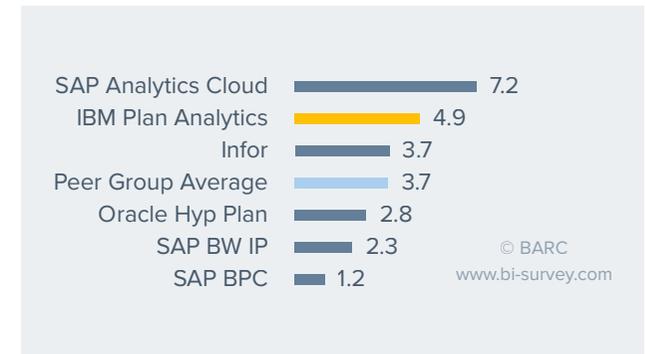
BARC Viewpoint

Many Planning Analytics customers achieve benefits from using this planning and OLAP analysis tool. Business benefits such as improved integration of different sub-budgets, improved integration of planning with reporting/analysis and improved integration of strategic and operational planning are achieved by an above-average proportion of Planning Analytics users compared to other products. Overall, these benefits lead to an increased competitive advantage for many customers. 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 and customers are quite happy with the amount of time spent on their implementation projects, which are usually quite quick in comparison to many of IBM's local and global competitors. In this year's Planning Survey, Planning Analytics ranks second best for 'Business value' in the 'Enterprise Software Vendors' peer group.

Business value – Leader



Peer Group: Enterprise Software Vendors



Forecasting

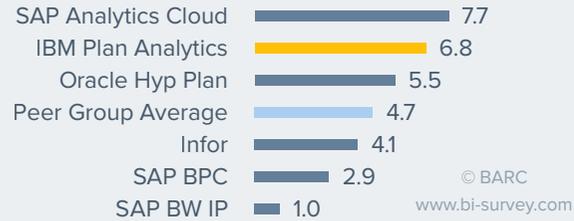


The 'Forecasting' KPI measures user ratings of the product's forecasting functionality.

Forecasting – Leader



Peer Group: Enterprise Software Vendors



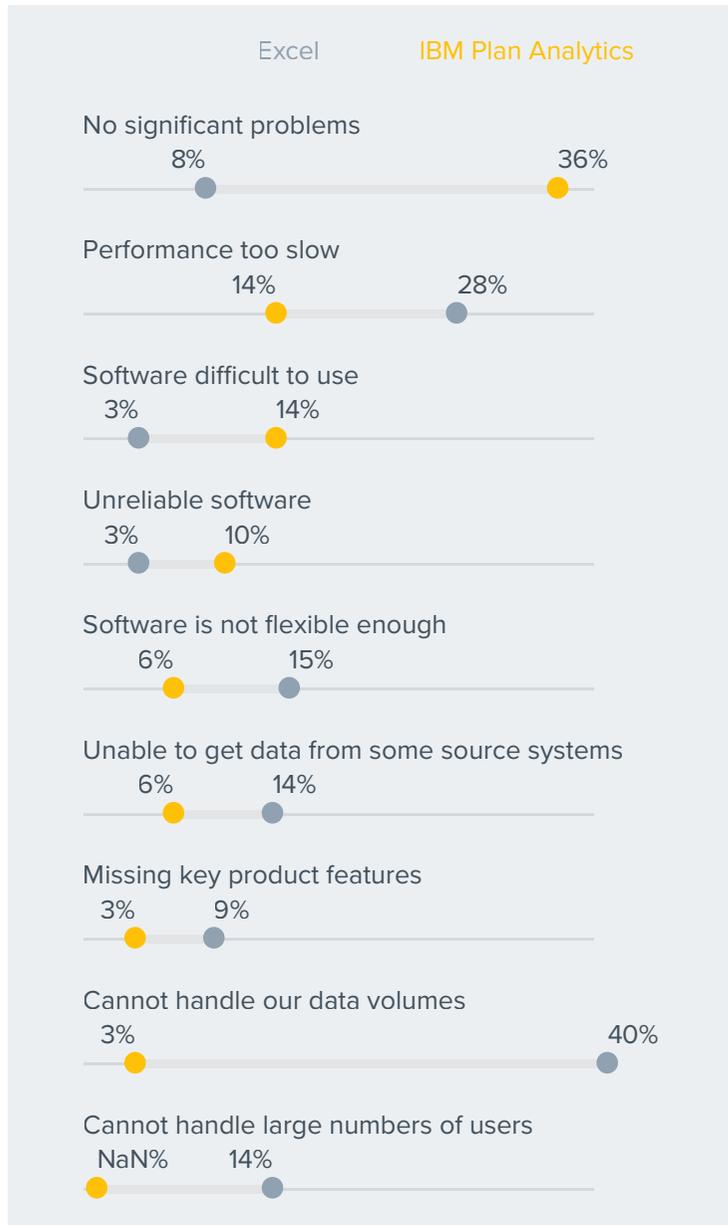
Using Planning Analytics' data allocation capabilities, customers can create forecasts based on planned values that have already been created for specific periods and their comparison with actual values. Planning Analytics offers a large set of allocation methods including seasonal distributions, scenario copying, growth rates, referencing functions, etc. Furthermore, thanks to its integration with IBM SPSS, predictive analytics forecasting based on predictive and/or machine learning models is also supported. In this year's Planning Survey, Planning Analytics achieves a leading rank for 'Forecasting' in the 'Enterprise Software Vendors' peer group.

IBM Planning Analytics vs. Excel



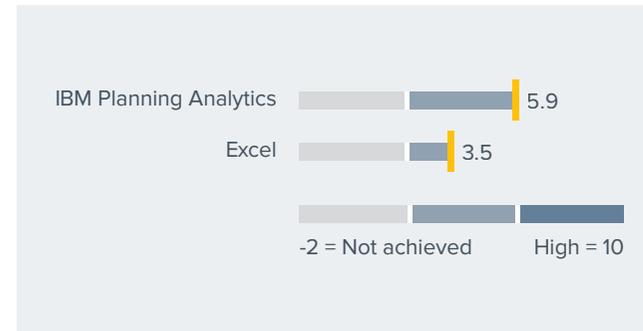
Problems encountered by IBM Planning Analytics and Excel users

n=88/153



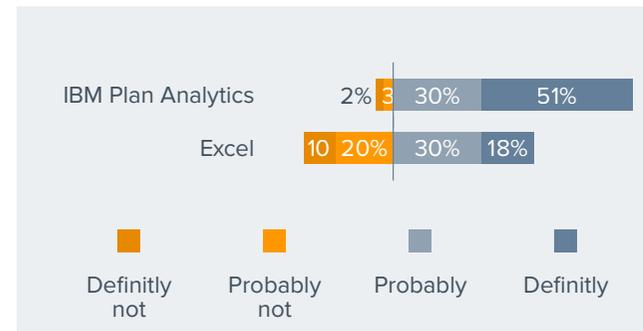
Business Benefits Index*

n= 89/143



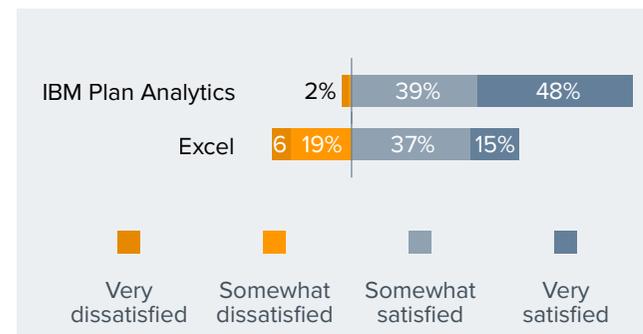
Recommendation**

n= 89/142



Satisfaction level**

n=89/145



IBM Planning Analytics vs. Excel



BARC Viewpoint

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. Common issues in planning projects such as missing key product features (e.g., for planning), inflexibility and handling of large numbers of users or large data volumes do not seem to be a problem for Planning Analytics users. 36 percent of customers even report having no significant problems with the product. Business benefits regularly achieved with Planning Analytics (and achieved more often than with Excel) include improved integration of different sub-budgets, improved integration of planning with reporting/analysis, improved integration of strategic and operational planning and increased competitive advantage. 51 percent of Planning Analytics users say they would definitely recommend their planning product to other organizations, while 87 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

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.

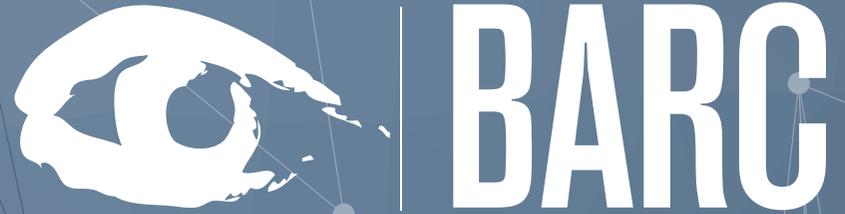


BARC Score: Enterprise BI and Analytics Platforms is BARC's concise overview of the global BI and analytics tools market. It features profiles of the twenty leading vendors and BARC's rating of each provider based on a wide range of criteria related to their portfolio capabilities and market execution.



The BI Survey 18 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 36 leading BI products. Find out more at www.bi-survey.com

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