

Cubeware ranks #1 among Analysis Products for goal achievement in BI projects

The BI market is growing – and Cubeware stands out with top rankings

In recent years, Business Intelligence solutions have emerged as a standard among mission-critical applications – and the market for software vendors has been growing in step as well. As the largest international study on Business Intelligence applications and usage, the BI Survey provides a highly valuable resource for companies searching for suitable products.

The BI Survey is published by BARC Institute, a leading independent software industry analyst. In its tenth edition, the survey summarizes the feedback of 2,006 BI users on their software installations and covers 57 different BI tools – more than ever before.

In addition to reporting the overall standings, the BI Survey 10 has broken down the examined products into six different peer groups for the first time ever in order to maintain the big picture and secure the comparability of similar types of software. These peer groups summarize the vendors and products that serve a similar market or technology segment. The group called IT Giants, for example, is solely comprised of four vendors: IBM, Microsoft, Oracle and SAP. Their BI product suites also appear together with the products of other complete vendors in a second peer group called BI Giants. Other peer groups include Enterprise BI, Analysis Products, CPM Products (i.e. planning tools) and Databases.

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Assessing the market can be time consuming, and company politics may make the process even more difficult. But the effort is well worth it.

BI Survey 10, 2011 – Best Practices

Thorough evaluations: a key success factor in BI projects

BARC has also refined the evaluation categories in the latest edition of the survey. For the first time, it has aggregated the results of all detailed questions into nine indexes which, in turn, are based on 25 “root” calculations for each product.

Two key indexes, Business Benefits Index (BBI) and Goal Achievement Index (GAI), are derived from the combined answers in these respective categories. The Business Achievement Index then combines these two scores to summarize the gained benefits and achieved objectives.

Through the categorization by peer groups and its in-depth analyses, the BI Survey 10 was designed to ensure that companies don't try to compare incomparable products (i.e. apples and oranges) during a software evaluation. Through the survey's findings, companies can make sense of the broadly defined BI market, categorize the different offerings correctly as well as gain insights on how they can deploy a successful BI solution.

According to the BI Survey, a thorough evaluation and targeted software selection based on the defined requirements and project goals are key factors influencing the success of BI applications. The analysts recommend, therefore, that companies plan adequate time to analyze their requirements and conduct a multi-step product selection process including a market analysis, short list and final selection based on an in-depth study and a proof of concept with a few, select tools.

Cubeware receives top rankings in core categories

Cubeware Cockpit V6pro, which is categorized in the Analysis Products peer group, has held its ground with consistently good scores and rankings – even against global players from the IT Giants and BI Giants groups. Cubeware Cockpit V6pro also ranks on the top 26 products on the overall global list and has achieved top rankings in various core categories.

Cubeware is #1

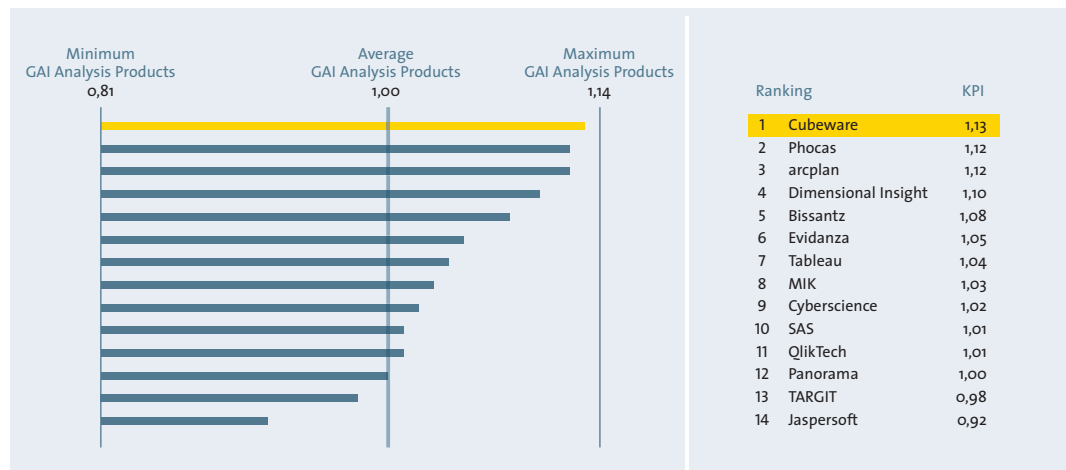
- Best goal achievement among Analysis Products
- Best suitability (i.e. for project implementations)
- Best implementer support
- Best product ranking in the category “Deployment”

TOP rankings in key categories

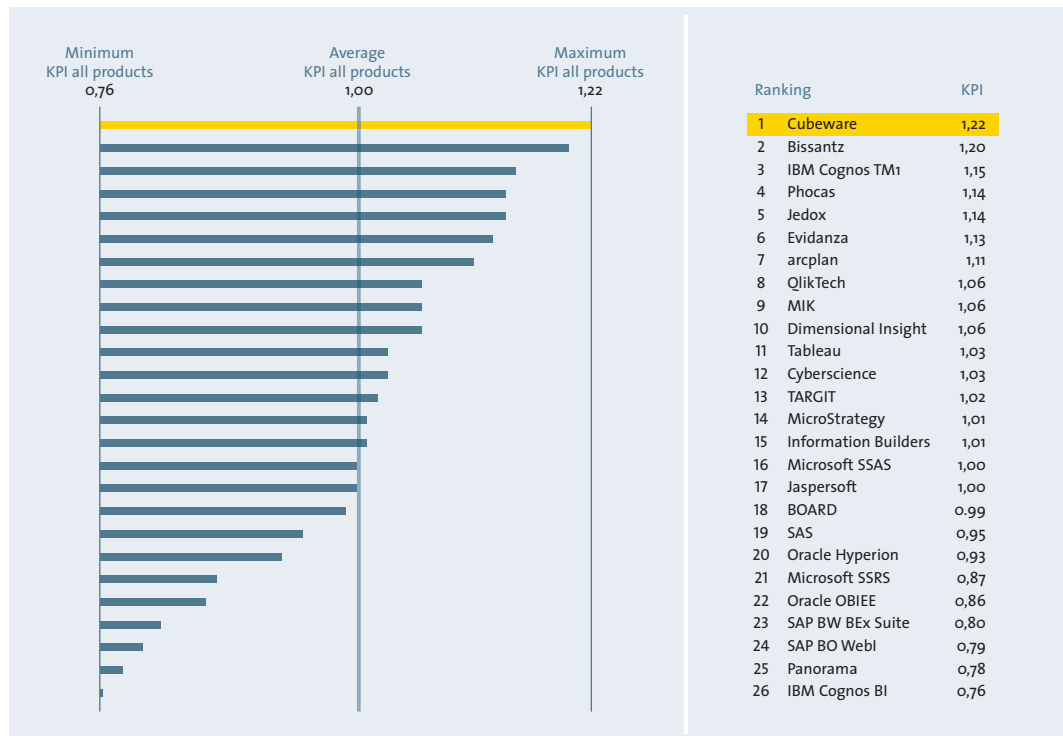
- #3 ranking for “Business Achievement” among the top 26 global products
- Highest “Goal Achievement Index” for:
 - Number of report consumers
 - Self-service tasks
- Top rankings for support
- Lowest administrative headcount among Analysis Products

With Cubeware, companies can deploy successful BI solutions – and that is what counts at the end of the day. Cubeware’s #1 rankings for implementer support, suitability, deployment and goal achievement show that its customers are certain that choosing Cubeware was the right decision and the solution has helped them achieve their desired goals.

1
Highest “Goal Achievement Index” among Analysis Products



2
#1 ranking for
"Suitability"
among all products



Achieve your goals ... with Cubeware!

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Cubeware users reported that Cubeware projects reached their goals better than the projects of any other analysis tool in the Survey.

BI Survey 10, 2011

Cubeware has received top rankings in the core category "Goal Achievement" in BI projects.

- #1 in the Analysis Products peer group
- #2 in the overall list of BI products
- 95.7% of Cubeware users have achieved or exceeded their project objectives

The BI Survey 10 also measured the "Goal Achievement Index" (GAI) of BI projects. Within the Analysis Products peer group, Cubeware achieved top rankings in various subcategories of the GAI including:

- Implementation by business users
- Application age
- Best implementer support
- No product-related problems
- Lowest administrative headcount
- Best suitability
- Number of report consumers
- Self-service tasks

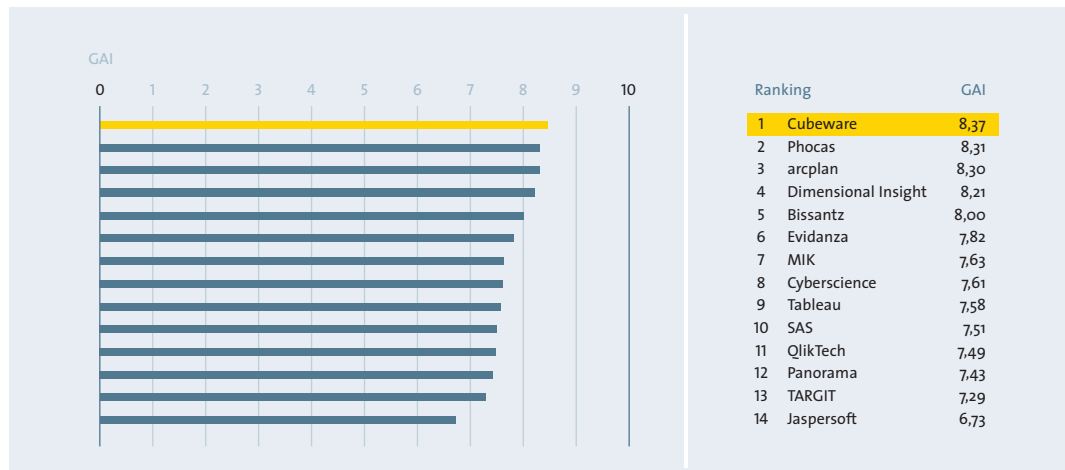
Targeted information delivery generates BI added value

In order to make fast decisions on a daily basis, business users want ready access to current, specific information in their BI applications – without having to take a detour through the IT department. The BI Survey 10 examines these capabilities in the “Self Service Tasks” category. Easy-to-use BI solutions with self-service features for business professionals save valuable IT resources and help promote fast decisions on all enterprise levels. Only then can BI systems generate added value and, ultimately, the competitive advantage that brings companies ahead.

One way to successfully support these needs is through targeted, efficient push services for supplying information (e.g. as customized, standard reports) to many different consumers throughout the company. In this category, Cubeware Cockpit V6pro ranks among the top Analysis Products. This ensures that decision-makers in all business departments have the information they need to make timely, well-informed decisions.

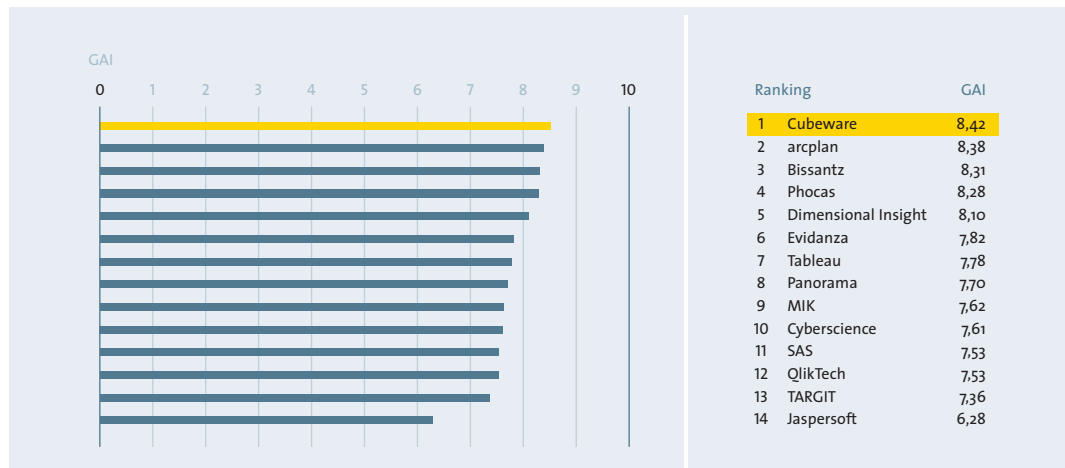
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Best goal achievement
for supplying
information to report
consumers among
Analysis Products



4

Best goal achievement
for self-service tasks
among Analysis Products



Business benefits

Users love Cubeware

In addition to goal achievement, Cubeware also received excellent marks in the individual categories comprising the Business Benefit Index. Customers have ranked Cubeware in the top 5 overall products for:

- Fast implementation, low implementation costs
- Low license costs, high rate of licenses in use
- Low administration headcount for the current application
- High level of integration with products from other vendors
- Fast response times for end-user queries
- High level of usage in business departments

The rankings in these individual categories show that customers give Cubeware high marks for its price-performance ratio. As a whole, customers reported higher business benefits from solutions in the Analysis Products peer group than those in the IT or BI Giants groups. In the overall global list of the 26 best products, Cubeware ranked fourth – in other words, as one of the top five vendors on the global BI market.

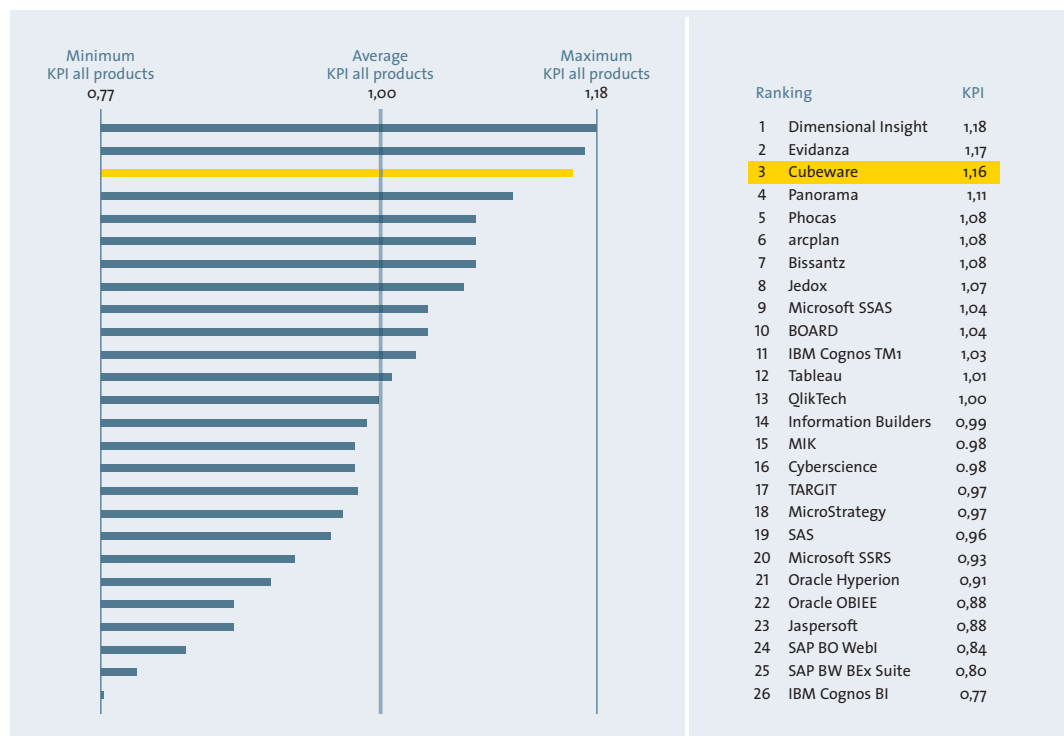
Business achievement

Cubeware generates tangible added value

The “Business Achievement Index” is based on the combined scores of the “Business Benefits Index” and the “Goals Achievement Index”. This performance indicator shows how much added value the BI application has generated as well as how well the organization could attain its goals by using it. While other industry studies only evaluate factors on technological or organization levels, the BI Survey uses this KPI to determine the true success factor of every IT application: How has the organization truly profited from the solution and was the time and money invested well spent?

In the “Business Achievement” category, Cubeware ranks in the top three of the world’s leading 26 products. The vendors within this top-three placement, however, are only separated by .01 points.

5
 Top 3 ranking
 among all products
 for “Overall
 Business Achievement”,
 a combination of
 business benefits and
 goal achievement rates
 from the BI application





Finding the right implementer is crucial to project success.

Choose small specialized firms or vendor consultants for implementation rather than large general-purpose consulting firms.

Cubeware has a large team of consultants and does much of its implementation itself, or through its OEM partners.

BI Survey 10, 2011 – Best Practices

Implementation and support

Cubeware provides comprehensive support

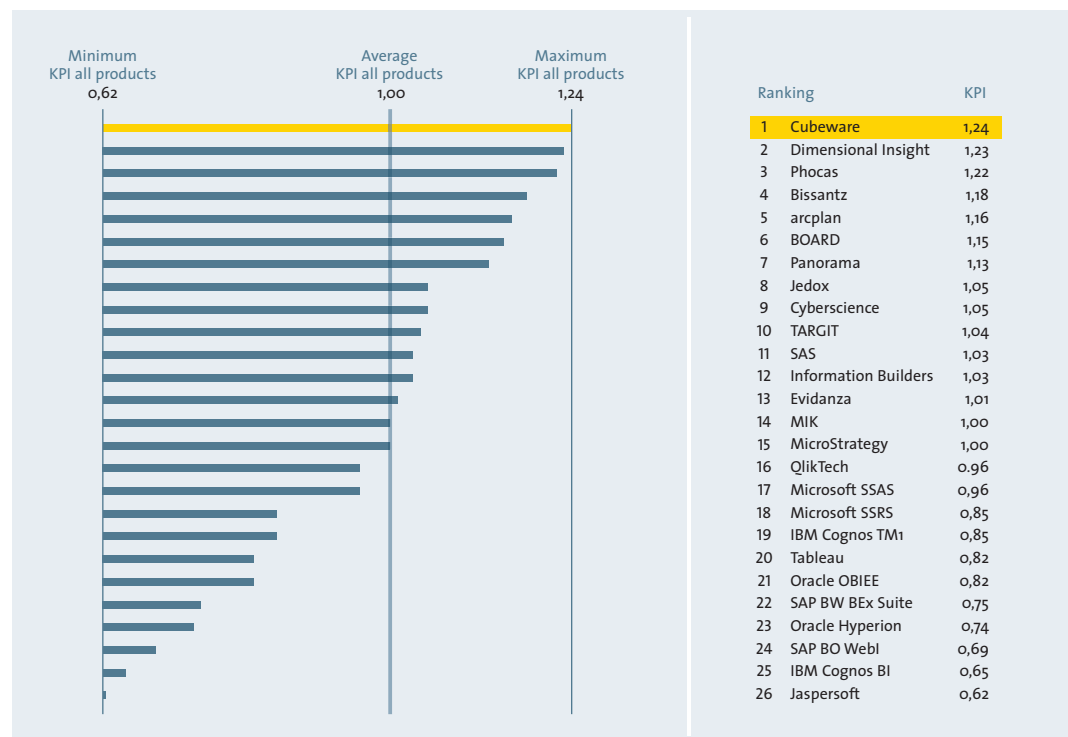
One of the key factors for a successful BI solution is competent support through BI professionals – both during the implementation phase as well as in day-to-day operations. According to the results of the BI Survey, the right implementation partner, who is also there to answer arising questions or address issues after the implementation, is a central success factor for BI solutions.

With Cubeware and its network of certified partners, companies are in the best of hands. Cubeware has received a first-place ranking from its customers in various support categories including:

- Best implementer support
- Best vendor support

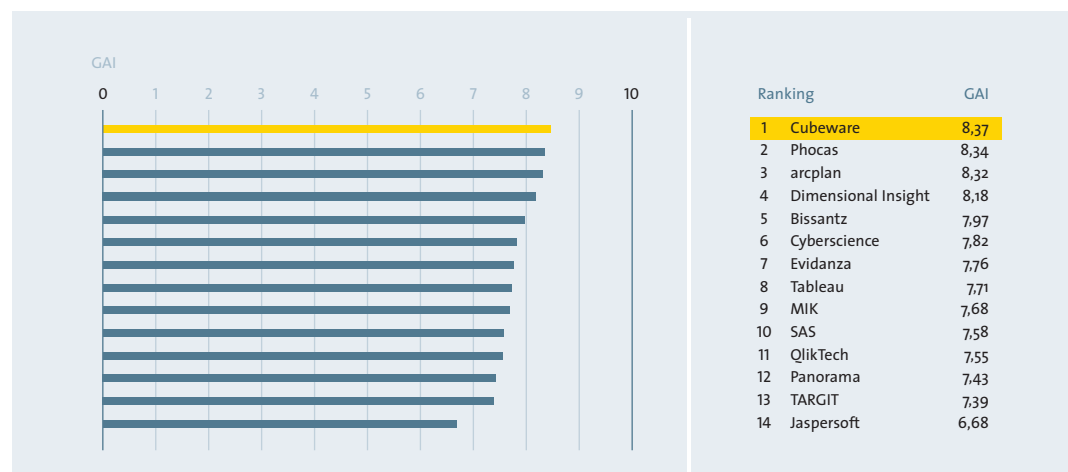
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Best implementer support



7

Goal achievement through best vendor support among Analysis Products



The BI Survey uses a special index to measure how well the implementation partner supports the customer both during the deployment as well as in general operations. Cubeware received the #1 ranking among all products due in part to its experienced consultants as well as its competent network of certified partners. The company relies on highly qualified partners who bring comprehensive knowledge of the products as well as a service-oriented approach into each project.

In the categories for “Vendor Support”, Cubeware users also had the highest goal achievement levels among all Analysis Products. Users feel that competent consulting and support contacts are important – and with Cubeware they are in good hands.



Since optimal customer support and fair play are very important to the entire Cubeware team, we delighted with the good reviews that we have received for both support and customer relationships. And the effects are good for our customers as well. Cubeware users have stated that they have attained their goals and achieved measurable success with their BI solutions.

Summary

The detailed analyses in the BI Survey confirm that Cubeware Cockpit V6pro is the preferred BI front end for business users who have clearly defined project goals and optimally use their selected BI product. With Cubeware, users achieve their goals and deliver added value for their business.

Cubeware users value its comprehensive implementation and support services through its team of competent consultants and certified partners. The software also ranks well for its price-performance ratio, which is backed in the BI Survey 10 by the high rate of licenses in use.



The results illustrate that a well thought out and executed go to market strategy can deliver real value to the customers.

Cubewaretops the list when it comes to finding the right projects for its products and helping its customers achieve the goals they set with good service.

BI Survey 10, 2011

What customers say about Cubeware



The tools from Cubeware are so simple to learn and use. If necessary, I can even pull the latest data from our SAP systems and create a new report – in the middle of a meeting! Needless to say, that saves us a lot of time.

Isabelle Führmann, responsible for business control and internal value flow in the data center at Siemens IT Solutions and Services

What I like best about Cubeware is the easy integration. We have information coming in from a CRM package, an Access database, SQL Server and TM1. With Cubeware as the common denominator, we can easily bring that information together and show it all at once.

Stewart Ellner, financial controller at Premiere Radio Networks

With Cubeware Cockpit V6pro, we can quickly generate 100% reliable KPIs. We have made our controlling activities more effective and can now quickly support targeted actions to steer our company in the right direction.

Michael Unterreitmeier, director of IT organization and group accounting at Rohrdorfer Group

With Cubeware, our international offices can now generate monthly closings as PDF files with just a few mouse clicks – a process that used to take us hours or even days.

André Drewelowsky, project director PASTIS at the Konrad Adenauer Foundation

Charts from the BI Survey

- 1 *Highest score in the “Goal Achievement Index” among Analysis Products*
- 2 *Highest Ranking for KPI “Suitability”*
- 3 *Highest “Goal Achievement” scores among Analysis Products for “Number of Report Consumers”*
- 4 *Highest “Goal Achievement” scores among Analysis Products for “Self-service Tasks”*
- 5 *Top 3 among all products for “Overall Business Achievement”*
- 6 *Best ranking for “Implementer Support”*
- 7 *Goal achievement through best “Vendor Support” among Analysis Products*