Spotlight on cubus: the analyst's view

Ease of use, Flexibility for the users and Self-service

good. better. outperform.

Introduction

If you are interested in the results of surveys on software tools and would like to gain a better understanding of how manufacturers view and interpret them, you have come to the right place.

In our monthly series, entitled 'cubus: the analyst's view', we take individual key figures and findings from recent surveys conducted on users of software tools and analyse these in detail. We then go on to analyse the results and put together our own assessments. The purpose of this series is to: 1) provide exclusive insights into our work and our approach to new projects, 2) provide you with an understanding of how we interact with our customers and partners, and 3) share with you our passion for constant further development. To do this, we will be drawing upon survey results that largely originate from a recent study called The BI Survey 2017 from BARC. We will also be looking at other interesting surveys for the series.

First up, we have summarised reviews of cubus from The BI Survey 2017.

BARC The BI Survey 2017

The annual BARC survey is aimed at users and consulting companies and aims to shed some light on their purchase decisions, and ultimately, the business benefits of BI software.

For the fifth year in a row, cubus scored very highly overall in The BI Survey. cubus ranked as the top provider a total of 28 times in the following four comparison groups:

- Integrated Performance of Management Products
- Self-Service Reporting-Focused Products
- Products with a Focus on OLAP Analyses
- EMEA-Focused Providers

Comments in the BARC survey consistently reflected the same sentiment: 'large enough to solve your problems and small enough to give you personalised service', which is exactly what we aim to provide here at cubus. There was also a positive emphasis on customer orientation and outstanding support in several areas.

Current key figures: Ease of Use, Flexibility for the users and Self-Service

In this issue, the focus is on three metrics that put the end user of the BI and controlling tools at the centre. User-friendliness (ease of use), flexibility for the end user, and the self-service concept behind an application are now required and are key criteria for companies in a software selection process.

With average ratings of 6.3 (out of 10) for ease of use, 9.7 (out of 10) for flexibility for the end user, and 7.9 (out of 10) for self-service, cubus is well above average in each peer group.

In the product area that focuses on self-service reporting, this value is in first place with a very clear lead over the other providers in this category.
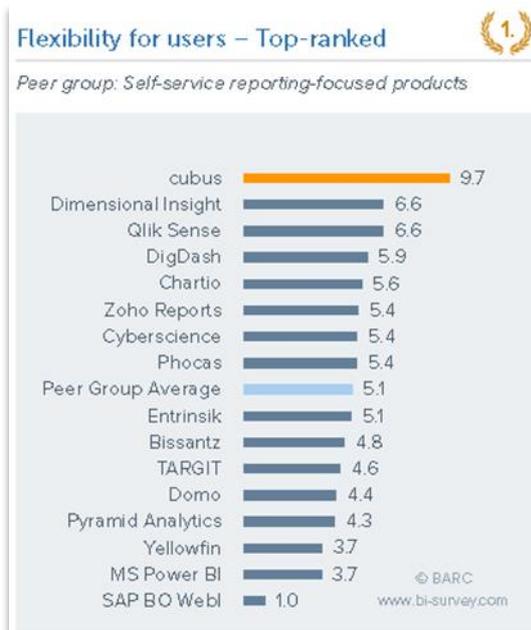
The comments that users have been able to make in their review also include a quote which emphasises the ease-of-use and flexibility along with the outstanding customer service we looked at in the last issue of this series.

The analyst's view

From the point of view of the BARC analysts, the flexibility of the software is by far the main reason for companies to opt for cubus as a software provider. There are virtually no complaints about inflexibility from users in this survey (six percent of all responses).

In addition, BARC notes that cubus' target group is the power users in their specialist departments. These business users can do most of their tasks without the support of the IT department; programming know-how is not necessary at all.

The user-friendliness of the software is stated by both the report designers and report recipients as one of the important criteria for purchasing the solution.

Flexibility for users – Top-ranked

Peer group: Self-service reporting-focused products

cubus	9.7
Dimensional Insight	6.6
Qlik Sense	6.6
DigDash	5.9
Chartio	5.6
Zoho Reports	5.4
Cyberscience	5.4
Phocas	5.4
Peer Group Average	5.1
Entrinsik	5.1
Bissantz	4.8
TARGIT	4.6
Domo	4.4
Pyramid Analytics	4.3
Yellowfin	3.7
MS Power BI	3.7
SAP BO WebI	1.0

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www.bi-survey.com

Consistently outstanding in flexibility for users

Peer group: Integrated performance management products

Rank	Product
1.	prevero (prevero)
2.	**cubus**
3.	Longview Analytics
4.	BOARD
5.	MIK (prevero)
6.	Jedox
7.	IBM Plan Analytics
8.	Infor
9.	Cubeware
10.	Bissantz
11.	CALUMO

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The results in the peer group for Integrated Performance Management products confirm that cubus outperform is an easy-to-use product for BI and CPM (Corporate Performance Management), which - according to BARC - is also due to its Excel-like interface. It should also be noted that not a single participant classified the solution as "difficult to use".

Our evaluation

As stated in the last two issues of our document series, we are able to claim that our customers should be enthusiastic!

The three key figures selected here also speak for this claim: customers are only enthusiastic when the application of a solution causes no problems and is easily manageable.

This also convinces the user that it is of considerable benefit to them. The training effort expended for a new solution is also reduced if the application's interface is not completely unfamiliar and new, but based on familiar interfaces and software tools.

In addition, we regularly conduct our own customer surveys, which we call "voting", in which the users can rate and name desired and preferred features and functions. These results are incorporated into our product roadmap and development plan.

Conclusion

A solution which is independently supported and developed in the specialist departments of companies creates many advantages: independence from consultants and independence from IT, meaning that the use of resources can be independently controlled by the departments.

The criteria listed, of flexibility for the user, self-service and user-friendliness, are of great importance for this approach.

In cubus outperform, there are a lot of functions which make it easy for the user to perform their tasks and solve problems.

Examples are the input aids, the auxiliary calculation function and an integrated pocket calculator for the calculation of new key figures in-house, which can then be used for further analyses.

For each new release, these points are repeatedly put to the test again, meaning that the usability and the user interface are constantly being further developed.

How can we meet your requirements?

If you also have requirements concerning ad-hoc analysis, reporting, business performance management, innovation management or business intelligence, come and make an appointment with us.

In an initial consultation, we would be happy to listen to your requirements and work out possible solutions for you in the next step.

Contact us.

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