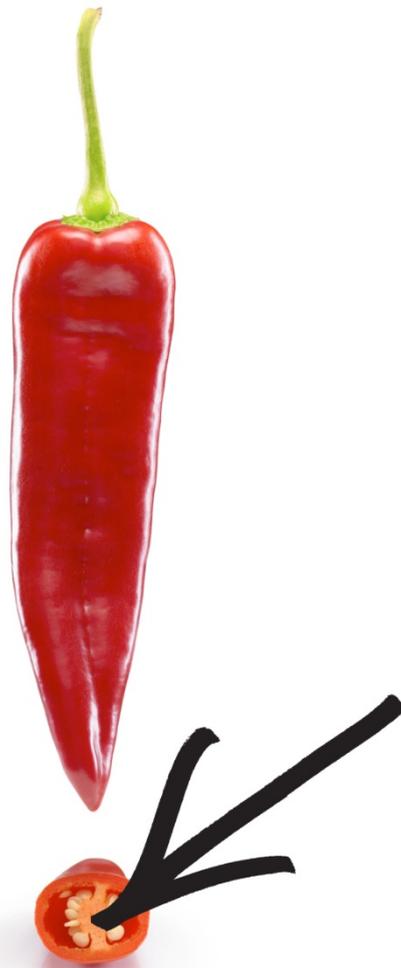


Spotlight on cubus: the analyst's view

Customer experience

good. better. **outperform.**



Introduction

It can be interesting to see the results of surveys on software tools. But wouldn't it be nice for someone to explain how manufacturers see and interpret these results?

Luckily our new monthly series, 'Spotlight on cubus: the analyst's view', is here to help you get your head around the numbers. In this series, we'll be picking out individual key figures and findings from current surveys among software tool users. We'll then go on to analyse the results and put together our own assessments. The purpose of this series is to: 1) give 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 all this, we'll be drawing upon survey results that largely originate from a recent study called The BI Survey 2017 from BARC. We'll also be looking at other interesting surveys for the series.

First up, we've 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 peer 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: 'big enough to solve your problems and small enough to care, which is exactly what we aim to be here at cubus. There was also a positive emphasis on customer orientation and outstanding support in several areas.

Current key figures Customer experience



Let's start with a key figure made up of a number of other individual indicators: customer experience. Individual results in the following seven areas collectively make up the key figure for customer experience:

- User-friendliness
- Self-service
- Satisfaction with performance
- User flexibility
- Data volumes
- Query performance
- Sales experience

With an average rating of 7.6 (out of 10) in these four comparison groups, cubus scores highest in the ranking with a rating significantly above the average.

Our biggest leap in the ranking tables came in the 'product with a focus on self-service reporting' category, with a significant improvement from seventh to first place (see figure 1). We also climbed two places in the ranking for OLAP analysis, from third to first place.

The analyst's view

BARC highlighted this improvement in the area of customer experience in their results summary. BARC's statement focused on how this achievement demonstrated cubus outperforms' dedication to providing CPM and BI products that are easy to use and offer high levels of self-service capability with minimal IT support, while delivering outstanding performance and flexibility to users.

BARC also stressed that the 'customer experience' category is more important than ever, with a high number of CPM and BI products currently available on the market. This especially applies in the DACH region, where cubus is based.

Improved in customer experience

Peer group: Self-service reporting-focused products

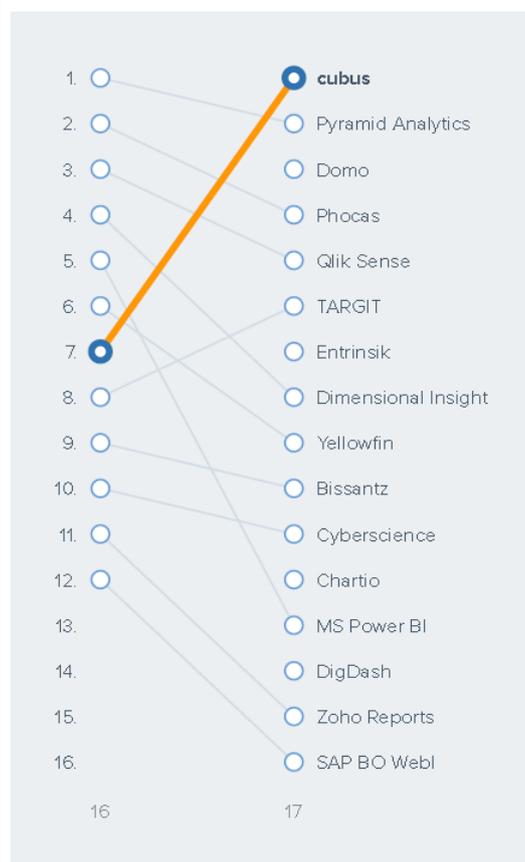


Figure 1

Our evaluation

After 25 years in the business, we still stand by one principle in particular: keeping our customers inspired!

We make every effort to do this in a number of ways. Whether it's at our annual national and international customer and partner events, or through regular customer surveys, we're constantly introducing new product features, bringing fresh ideas to our customers and evaluating the results.

We love to hear what our customers think and are more than happy to make changes based on their needs.

Three of the seven areas associated with customer experience are of special importance to us: user-friendliness, self-service and flexibility for the user. This is because with cubus outperform, we always want to empower our customers to maintain and develop their systems independently and without any knowledge of programming. We are able to ensure this by offering coaching and consulting as part of our implementation projects. This means that users are already receiving training and gaining knowledge on how their requirements can be implemented in cubus outperform right from the introductory phase of the project.

Our ad-hoc analysis component, cubus EV, was designed to be a self-service tool right from the beginning, enabling the user to navigate their data room freely and carry out data analyses.

Our positive ratings in the area of satisfaction with performance has been largely thanks to the excellent connection and integration possibilities out OLAP technologies provide. Whether you're using Oracle Essbase, IBM TM1 or Microsoft SSAS, we can transfer the performance that databases provide over to your tool. With an average score of 8.4 (out of 10), cubus score significantly above the average in this area too.

Our score of 9.5 (out of 10) in the area of sales experience also reflects our commitment to listening to our customers and potential customers, as well as to understanding the processes and requirements of the company so that we can implement these in our projects.

For us, this applies to our existing customers, for whom we regularly hold workshops to develop new ideas. We also provide individually tailored software presentations on our solutions for anyone else who is interested in finding out how we can support them.

Conclusion

Nowadays, we're constantly hearing phrases like 'the customer is king' or 'the customer is our number one priority'. At cubus, we've gone one step further with our commitment to inspire our customers.

That's why it's all the more important for us to make sure we're on the right track to meet this goal. And the figures clearly demonstrate that we are. However, there's always room to grow and improve.

Here at cubus, we know that feedback is one of the most important tools for development. That's why we collect feedback through surveys and voting procedures and integrate these into our product roadmap.

We also rely on feedback from our active partners, who help us to share our work with others worldwide.

It's important for us to work on developing relationships with our technology partners, so we can continue to score highly in the field of performance in the future.

What can we do to meet your requirements?

If you are looking for solutions in the areas of ad-hoc analysis, reporting, business performance, management, innovation management or business intelligence, don't hesitate to get in touch for a consultation.

We'd be more than happy to talk to you about how we can meet your requirements before working out possible solutions for you.

Get in touch with us. Feel free to contact:

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