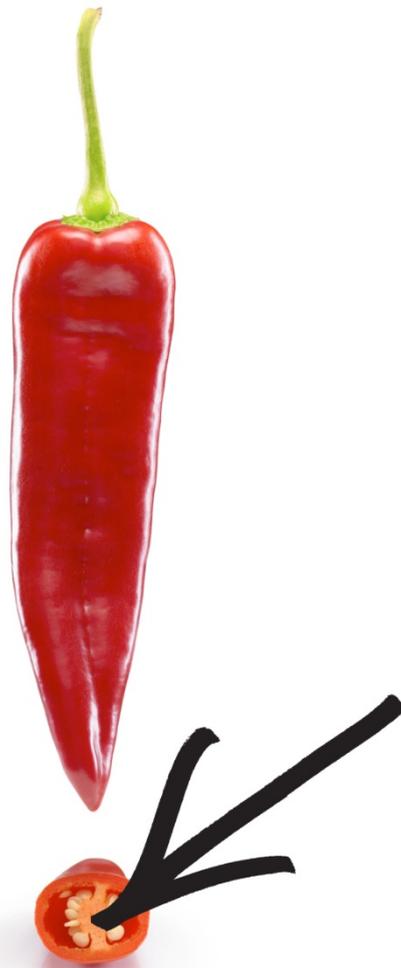


Spotlight on cubus: the analyst's view

Project Success / Support

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've 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) 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 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 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: 'big enough to solve your problems and small enough to give you personalised service', which is exactly the 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: Vendor support and project success



We continue our series this month with two metrics that we believe represent very important factors in working with our customers.

According to BARC, the measure of 'project success' is the level of satisfaction with the implementation of a software solution and the rate at which projects are completed within a predefined project time line and budget.

In three of the four comparison groups mentioned above, cubus ranks first, with an average rating of 9.2 (out of 10) in project success (see fig. 1) and third in the 'self-service reporting-focused products' category, just behind Phocas and Yellowfin. On average, project success across the four comparison groups is rated from 6.7 to 7.9, once again placing cubus above average in the rankings.

Project success – Top-ranked



Peer group: *Integrated performance management products*

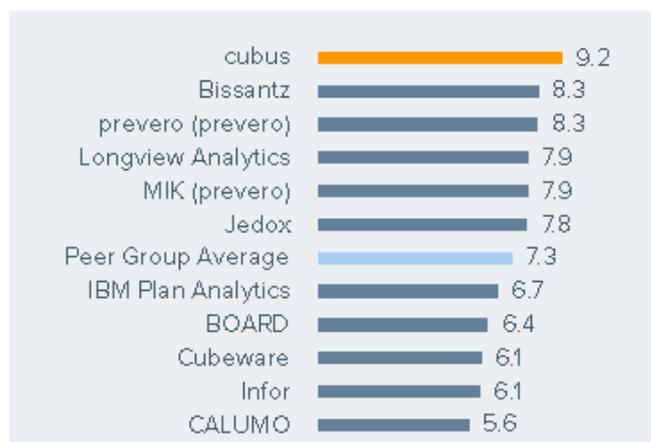


Fig. 1

The key factor driving the performance indicator 'vendor support' is user satisfaction with the quality of the support provided by the manufacturer for the respective product.

cubus customers have once again indicated high levels of satisfaction in the field of manufacturer support this year. cubus performed exceptionally well in this category, with an average rating of 10.0 (out of 10). In the comparison groups for integrated performance, management products, products with a focus on OLAP analyses (see fig. 2) and EMEA-focused providers, cubus ranked highest of all providers for the fourth time in a row.

Vendor support – Top-ranked



Peer group: OLAP analysis-focused products



Fig. 2

The analyst's view

In the analysis of the survey and comments, BARC highlighted customers' satisfaction with the support provided by cubus. One of the keys to this success was the company's ability to listen carefully to customers' needs and requirements, which cubus subsequently implements in the form of software enhancements.

cubus consultants also have a good reputation for their business and product expertise, as well as their experience in the field of implementation.

This all the more impressive for a relatively small company like cubus.

Equally impressive for BARC is cubus' project success. Once again, the consulting team's strong, thorough understanding of customer requirements has been highlighted in this field.

cubus also rates very highly for implementing projects according to time and budgetary constraints.

From the analyst's perspective, cubus' product outperform thanks to the wide range of options available and the high levels of flexibility with regard to the implementation of customer requirements.

Our evaluation

As highlighted in the last instalment of this series, our aim is to keep our customers inspired!

For cubus, project success and vendor support are the key factors in achieving this goal. As part of the implementation of cubus outperform, our consulting team puts the customer in a position to independently supervise and develop solutions from an early stage, thanks to our approach combining coaching and consulting.

In the case of OLAP analyses and self-service reporting with the product cubus EV, for example, users are able to use the intuitive interface and carry out extensive analyses in just a short training period.

Both approaches ensure quick success and high levels of satisfaction.

And if the user requires assistance in the event that the software behaves differently than they expect it to, our customer support team is always on hand and happy to help. Project experience and experience in the field of consulting are crucial factors for cubus when putting together project teams. This helps us ensure that customer needs and requirements are taken into account, as opposed to purely providing technical assistance.

Fast access to our consulting team and product development both play a key role in enabling optimal interaction between customers and respective experts. The result: quick, effective solutions for our customers!

Conclusion

A long-term business relationship between customers and software manufacturers starts from the very first project implementation. If the first project does not run effectively, there are delays, or the customer's budget is exceeded, the customer will be wary from the very beginning.

That's why we place huge importance on understanding and closely analysing our customers' requirements right from the initial project discussions, in order to arrive at realistic estimates of the time frame and budget required to implement a new project. From experience, we know that it also makes sense to involve the key users on the customer's side in the project right from the beginning, in order to transfer our expertise.

Dividing a big project into subprojects can also secure the success of the project by starting the productive work early on, making it possible to see the first results even before the downstream solutions are implemented.

We also strive for constant development in the field of support, to ensure continued success and positive evaluations well into the future. For example, our support ticket system is currently being upgraded, providing customers the additional convenience of being able to open and track support cases.

Even before the introduction of the new ticketing system, feedback from customers and partners has been collected to ensure acceptance of our products.

Over 3,000 users were asked about any issues they encountered during the implementation of new software solutions as part of the BARC BI Survey 17. The most frequently encountered challenges were resource bottlenecks within project teams, data migration, unclear requirements, inadequate time frames and software related issues.

This confirms our view that good project management, effective support and open and solution-oriented communication in projects are all key factors for success.

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:

Andreas Bruehl, Business Development

andreas.bruehl@cubus.eu

Phone: +49 7032-945161

cubus

cubus AG
Bahnhofstr. 29
D - 71083 Herrenberg
Germany
Phone +49 7032 9451-0
Fax +49 7032 9451-30
info@cubus.eu
www.cubus.eu