

# The Planning Survey 20

The voice of the planning software user community

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

**IBM Planning Analytics**





## KPI results

**13** top-rankings  
and  
**21** leading  
positions

*in 5 different  
peer groups.*

THE PLANNING  
SURVEY 20



## Data handling

**37%**  
of surveyed users chose  
IBM Planning Analytics  
because of its **large data  
handling capacity**\*

*\* Compared to 17% for the average  
planning tool.*

THE PLANNING  
SURVEY 20



## Performance

**43%**  
of surveyed users chose  
IBM Planning Analytics  
because of its **convincing  
performance**.\*

*\* Compared to 31% for the average  
planning tool.*

THE PLANNING  
SURVEY 20



## Users

On average, **475**  
**of employees** per  
customer organization  
**use** IBM Planning  
Analytics.\*

*\* Compared to 306 for the average  
planning tool.*

THE PLANNING  
SURVEY 20



## Flexibility

**50%**  
of surveyed users  
chose IBM Planning  
Analytics because of its  
**flexibility**.\*

*\* Compared to 48% for the average  
planning tool.*

THE PLANNING  
SURVEY 20



## Requirements

**94%**  
of surveyed users rate  
IBM Planning Analytics'  
**coverage of planning  
specific requirements**  
as **excellent or good**.\*

*\* Compared to 89% for the average  
planning tool.*

THE PLANNING  
SURVEY 20



Peer Group  
**Enterprise Software Vendors**

**1.** Top-ranked in  
 Planning functionality  
 Performance satisfaction  
 Considered for purchase  
 Competitiveness

**Leader in**  
 Business benefits  
 Business value  
 Recommendation  
 Product satisfaction  
 Customer satisfaction  
 Data integration  
 Forecasting  
 Simulation  
 Driver-based planning  
 Functionality  
 Flexibility  
 Ease of use  
 Customer experience  
 Competitive win rate

Peer Group  
**Flexible Planning Platforms**

**1.** Top-ranked in  
 Planning functionality  
 Considered for purchase  
 Competitiveness

Peer Group  
**Global Vendors**

**1.** Top-ranked in  
 Considered for purchase  
 Competitiveness

**Leader in**  
 Planning functionality  
 Performance satisfaction  
 Competitive win rate

**Summary**

With 13 top ranks and 21 leading positions in five different peer groups, IBM Planning Analytics once again achieves an outstanding set of results in this year's Planning Survey. Convincing ratings in many of its KPIs help to consolidate its position as a global, market-leading planning and analytics vendor that is delivering considerable benefits to its customers. Companies can benefit from using IBM Planning Analytics in terms of increased transparency of planning, improved integration of different sub-budgets and improved integration of planning with reporting/analysis. 86 percent of Planning Analytics users say they would definitely or probably recommend their planning product to other organizations. This result is a great indicator of customer satisfaction with the vendor and its product. IBM offers a comprehensive and high-performance planning and OLAP analysis tool, which customers appear to be very satisfied with.



*Peer Group*  
**BI-focused Products**

**1.** Top-ranked in  
Considered for purchase  
Competitiveness

**Leader in**  
Planning functionality  
Performance satisfaction

*Peer Group*  
**North American Vendors**

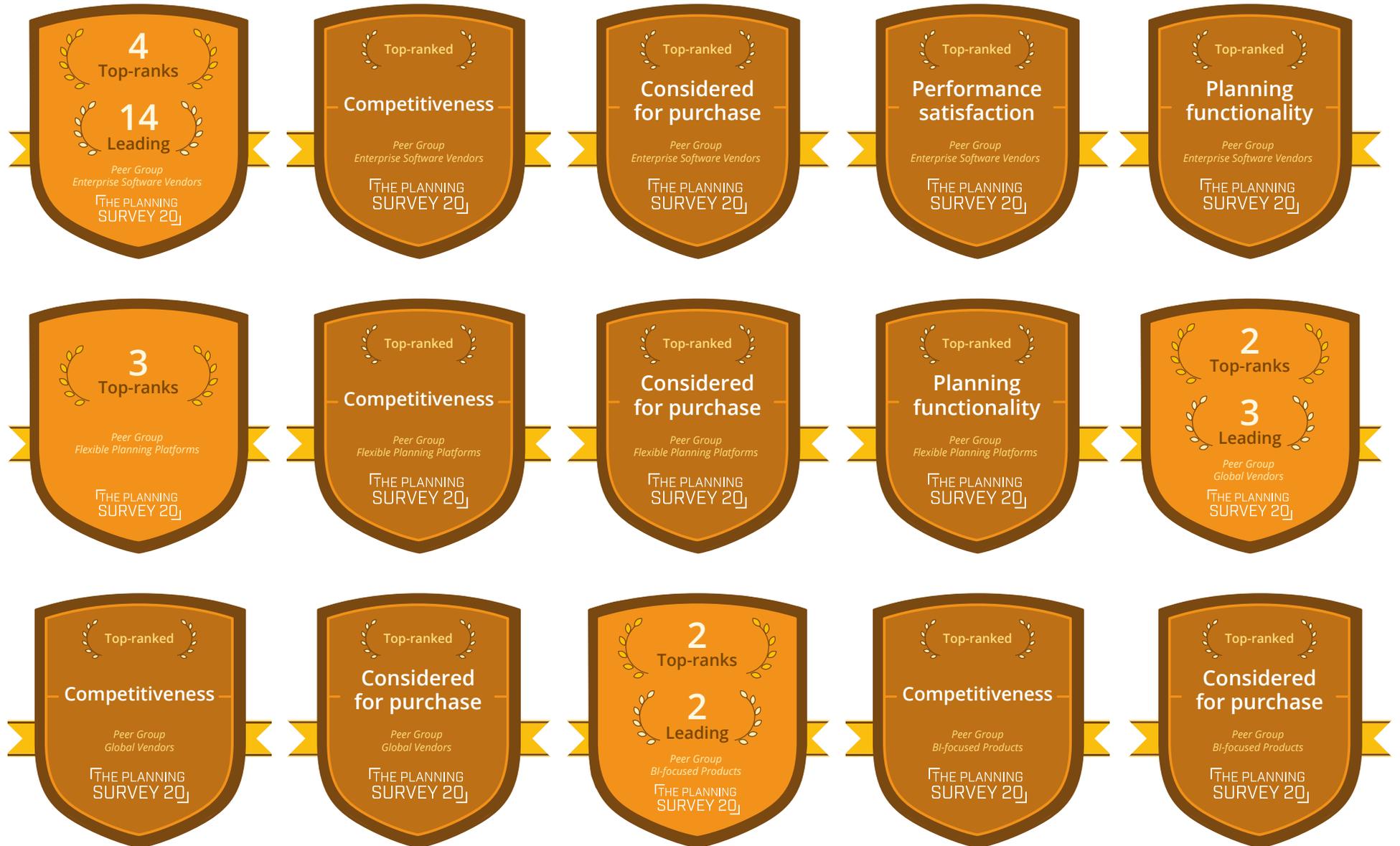
**1.** Top-ranked in  
Considered for purchase  
Competitiveness

**Leader in**  
Planning functionality  
Performance satisfaction





# The Planning Survey 20: IBM Planning Analytics top ranks



Well-established and practice-tested planning tool.\*

THE PLANNING SURVEY 20

” Head of business department, process industry, >2,500 employees

Fast, very scalable database, which can provide all desired planning masks via Excel.\*

THE PLANNING SURVEY 20

” Person responsible/Project manager for departmental BI, transportation and logistics, >2,500 employees

A very flexible planning solution!

THE PLANNING SURVEY 20

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

(...) It has the flexibility to build complex workflow that goes beyond any of the standard workflow features we have seen in other tools. It also covers statutory reporting, including non-trial balance data. It carries out mapping from the different charts of accounts used by our 40 partner organisations. It allows us to meet strict deadlines for revision of forecasts, consolidation and reporting (...) It allows us to do things that would be impractical with spreadsheets.

THE PLANNING SURVEY 20

” Consultant, public sector, >2,500 employees

Great tool, extremely flexible and fast to develop scalable applications.

THE PLANNING SURVEY 20

” Head of business department, banking and finance, >2,500 employees

\*Translated by BARC





## THE PLANNING SURVEY 20

The Planning Survey 20 is based on findings from the world's largest and most comprehensive survey of planning software users, conducted from November 2019 to February 2020. In total, 1,406 people responded to the survey with 1,211 answering a series of detailed questions about their use of a named product. Altogether, 23 products (or groups of products) are analyzed in detail.

The Planning Survey 20 examines user feedback on planning product selection and usage across 30 criteria (KPIs) including business benefits, project success, business value, recommendation, customer satisfaction, customer 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](#).

## IBM Planning Analytics overview

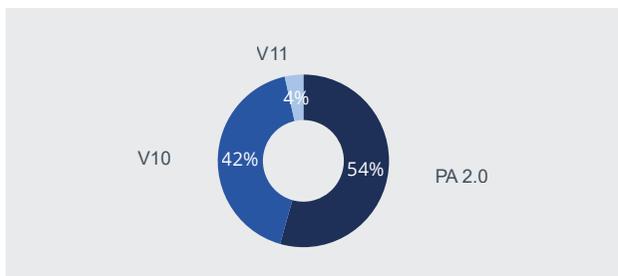
IBM® is one of the world's largest vendors of IT hardware, software and services. The company has a global workforce of approximately 380,000 employees and is active in over 170 countries. In 2007, IBM purchased the Canadian software vendor Cognos for about \$5 billion (including IBM TM1®) to become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

IBM offers a comprehensive portfolio of on-premises and cloud analytics, performance management and advanced analytics solutions. The core offerings consist of IBM Cognos Analytics, IBM Planning Analytics powered by TM1, IBM Watson Studio and IBM SPSS.

IBM Planning Analytics powered by TM1 – the vendor'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 a high-performance, multidimensional in-memory database for planning and analysis with Excel and web front ends. It is a development environment targeted at power users that, like Excel, is initially open for all kinds of applications

### Versions used

n=81



(planning, analysis, strategy management). Only limited predefined business content is available with the product. Planning Analytics is available in both classical on-premises (Planning Analytics Local) and cloud (Planning Analytics) versions.

IBM Planning Analytics is used by enterprises of all sizes and industry sectors, and 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's enterprise business intelligence solution – Cognos Analytics (formerly Cognos BI) – provides functionality for dashboards, formatted reporting, ad hoc reporting and OLAP analysis in a web-based, integrated user experience. It is typically used in larger scenarios supporting the needs of many concurrent users as well as large data volumes. With a continuous release development cycle, IBM continues to broaden its functionality on a quarterly basis.

IBM positions Watson Studio as its primary platform for advanced analytics and data mining. Besides its SPSS capabilities, Watson Studio also includes new data science modules based on Jupyter Notebooks for development in R and Python, AutoAI capabilities, and embedded Decision Management capabilities.

### IBM Planning Analytics customer responses

This year we had 81 responses from IBM Planning Analytics users. At the time of the survey, 54 percent of them were using version PA 2.0, 42 percent version 10 and 4 percent were using version 11.



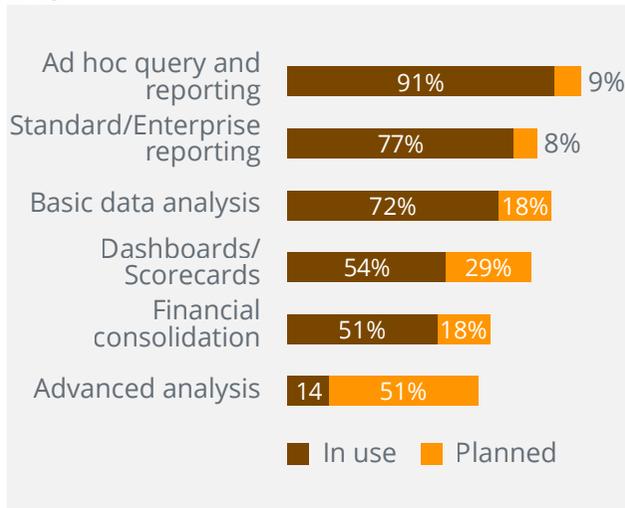
## User and Use Case Demographics

### BARC Comment

Besides planning, customers mainly use IBM Planning Analytics for ad hoc query and reporting (91 percent), standard/enterprise reporting (77 percent) and basic data analysis (72 percent). 51 percent of respondents plan to use it for advanced analysis in the future. Planning Analytics targets large and mid-sized companies across all industries. 63 percent of our sample of Planning Analytics customers come from large companies (more than 2,500 employees) with a median of 100 users (including 50 using planning functionality), but the mean of 475 users (276 for planning) indicates there are also several significantly larger implementations. 67 percent of Planning Analytics users are planning users – just above the survey average of 65 percent – reflecting the fact that Planning Analytics is essentially a planning tool with complementary BI and analytics functionality.

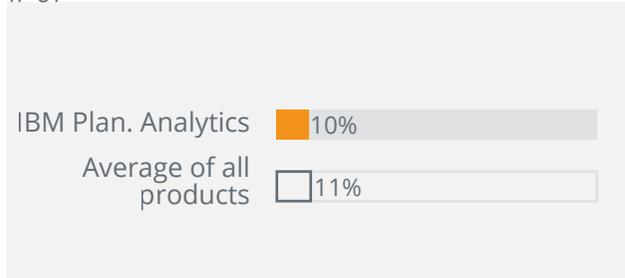
### Current vs. planned use (besides planning)

n=79



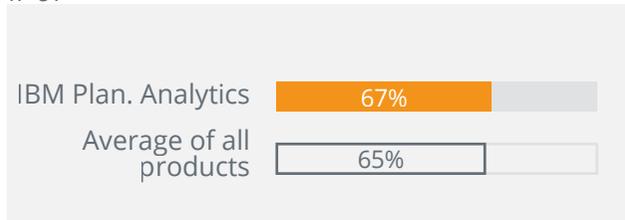
### Percentage of employees using IBM Plan. Analytics

n=81



### Planning users (as a percentage of all users)

n=81



### Total number of users per company

n=81



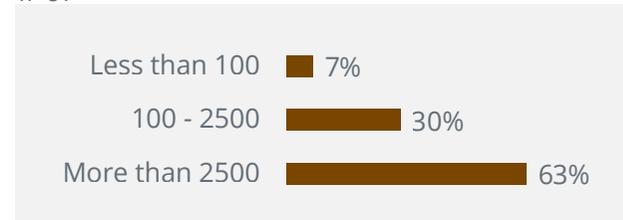
### Planning users per company

n=81



### Company size (employees)

n=81





## Peer Groups and KPIs

### The KPIs

The Planning Survey 20 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 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 20 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 – Geographical reach – Does the vendor have a truly global reach or does it do the vast majority of its business in a particular region?
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:

- Flexible Planning Platforms
- Global Vendors
- Enterprise Software Vendors
- 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.

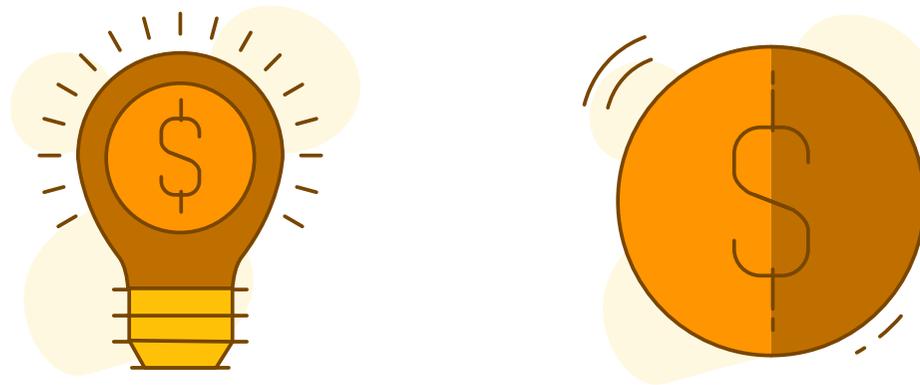
***Global Vendors:*** Global vendors have a truly global sales and marketing reach. They are present worldwide, and their products are used all around the world.

***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.

# Business benefits & Business value



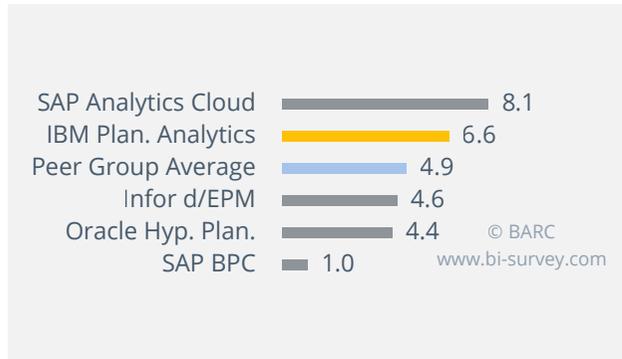
The 'Business benefits' KPI is based on the achievement level of a variety of business benefits.

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

## Business benefits – Leader



Peer Group: Enterprise Software Vendors



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## Business benefits



The 'Business benefits' KPI measures the achievement level of a variety of business benefits through the use of a planning product. IBM Planning Analytics offers flexible and comprehensive planning and analytics functionality based on a high-performance, multidimensional in-memory database and many customers benefit from using the product. Business benefits such as increased transparency of planning, improved integration of different sub-budgets and improved integration of planning with reporting/analysis are achieved by an above-average proportion of Planning Analytics users compared to other planning products. Overall, these benefits lead for many customers to a better quality of planning results. In this year's Planning Survey, Planning Analytics is ranked as a leader for 'Business benefits' in the 'Enterprise Software Vendors' peer group.



## Business value



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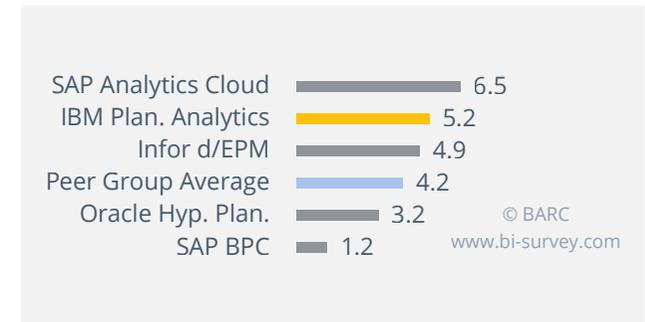
Viewpoint

'Business value' aggregates the 'Business benefits', 'Project success' and 'Project length' KPIs. Many companies say they benefit from using IBM Planning Analytics and its comprehensive planning and analytics functionality. Business benefits such as increased transparency of planning, improved integration of different sub-budgets and improved integration of planning with reporting/analysis are achieved by an above-average proportion of Planning Analytics users. Furthermore, many projects with Planning Analytics are successful. The level of implementation satisfaction and the frequency of projects completed on time and on budget with the product are high. Project goals defined at the outset are often reached and customers are satisfied with the time needed for their implementation projects. Overall, Planning Analytics achieves a leading rank for 'Business value' in the 'Enterprise Software Vendors' peer group.

## Business value – Leader



Peer Group: Enterprise Software Vendors



# Recommendation

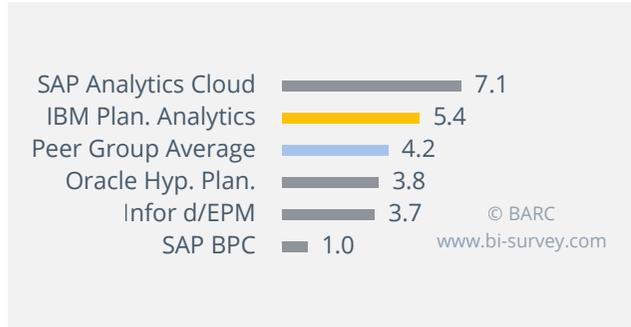


The 'Recommendation' KPI is based on the proportion of users that say they would recommend the product to others.

## Recommendation – Leader



Peer Group: Enterprise Software Vendors



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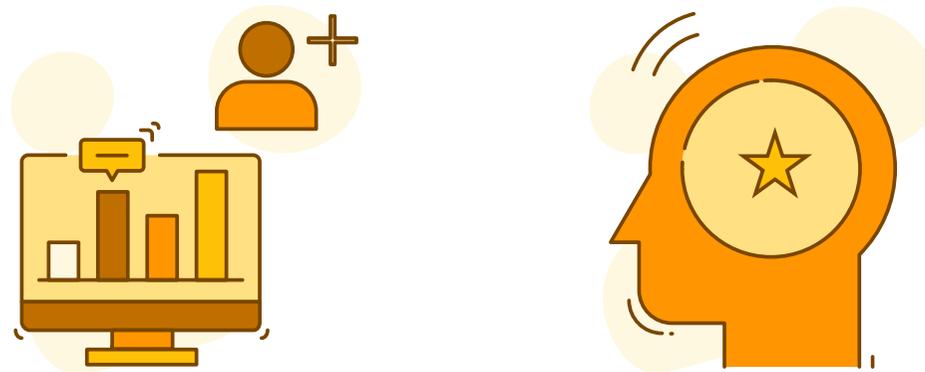
Viewpoint

Recommendation



A high level of satisfaction with both vendor and product lead to a positive recommendation rate. 86 percent of IBM Planning Analytics users responding to The Planning Survey this year said they would definitely or probably recommend their planning product to other organizations, while 88 percent stated that they are either 'somewhat satisfied' or 'very satisfied' with IBM Planning Analytics. The results confirm that many customers benefit from using Planning Analytics and the product creates real business value for companies. As a result, it ranks among the leaders for 'Recommendation' in the 'Enterprise Software Vendors' peer group. For mature products such as Planning Analytics, recommendation and success stories are tremendously important to attract new customers and to be considered for purchase in software selection processes. In Planning Analytics's case, the IBM brand also helps a lot to achieve visibility in the marketplace. However, being highly recommended is at least equally important.

# Product satisfaction & Customer satisfaction



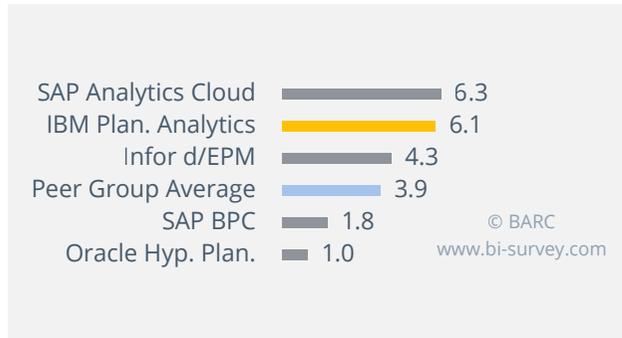
The 'Customer satisfaction' KPI combines the 'Price-to-value', 'Recommendation', 'Vendor support', 'Implementer support' and 'Product satisfaction' KPIs.

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

## Product satisfaction – Leader



Peer Group: Enterprise Software Vendors



BARC Viewpoint

## Product satisfaction



IBM Planning Analytics' Excel-based multidimensional product approach convinces customers and the product is rightly placed among the leaders in the 'Enterprise Software Vendors' peer group. Customers are satisfied with the product and particularly with its planning functionality and performance. The in-memory database for planning and OLAP analysis with Excel and web front ends hits the spot for many. The product is typically deployed in business departments in large and mid-size companies across all industries. Planning Analytics' flexibility and particularly its performance and scalability are key strengths, 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.).



## Customer satisfaction



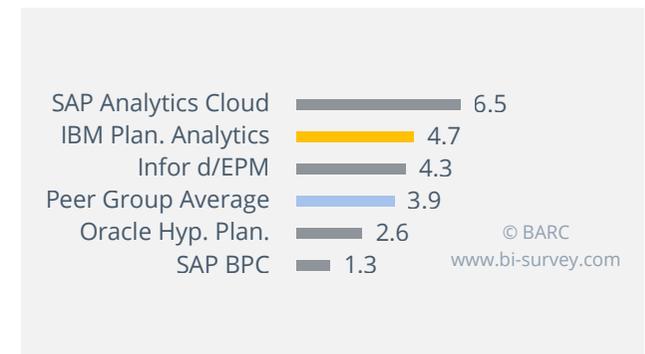
BARC Viewpoint

'Customer satisfaction' aggregates the 'Price-to-value', 'Recommendation', 'Vendor support', 'Implementer support' and 'Product satisfaction' KPIs. Leading positions for 'Recommendation' and 'Product satisfaction' in the 'Enterprise Software Vendors' peer group contribute to IBM Planning Analytics' strong 'Customer satisfaction' rating in this year's Planning Survey. The results confirm that Planning Analytics satisfies customers, who are convinced by the product's high-performance, multidimensional in-memory database for planning and OLAP analysis with Excel and web front ends. These good results for product satisfaction also lead to a positive recommendation rate. 86 percent of Planning Analytics users responding to The Planning Survey this year said they would definitely or probably recommend their planning product to other organizations, while 88 percent of respondents also stated that they are either 'somewhat satisfied' or 'very satisfied' with Planning Analytics.

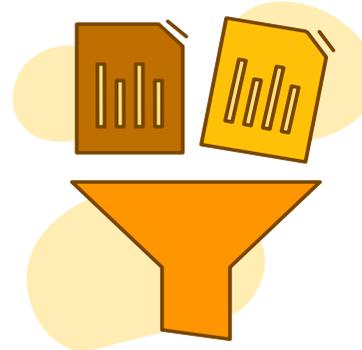
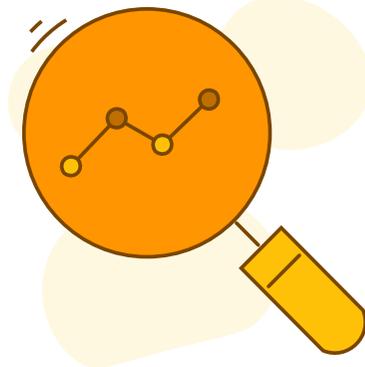
## Customer satisfaction – Leader



Peer Group: Enterprise Software Vendors



# Forecasting & Data integration



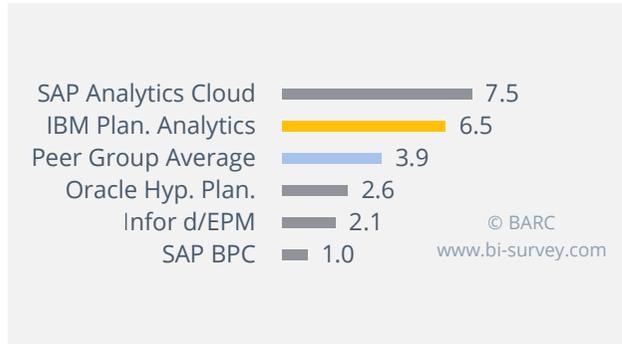
The 'Forecasting' KPI measures user ratings of the product's forecasting functionality.

The 'Data integration' KPI measures user ratings of the product's data integration functionality.

## Forecasting – Leader



Peer Group: Enterprise Software Vendors



BARC

Viewpoint

Forecasting



IBM Planning Analytics is a comprehensive and feature-rich planning, budgeting and forecasting tool and customers are largely satisfied with its planning and forecasting functionality. 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. Improving Planning Analytics' forecasting functionality based on artificial intelligence and machine learning algorithms is an important element on the product's roadmap. This year, Planning Analytics is rated as a leader for 'Forecasting' in the 'Enterprise Software Vendors' peer group.



## Data integration



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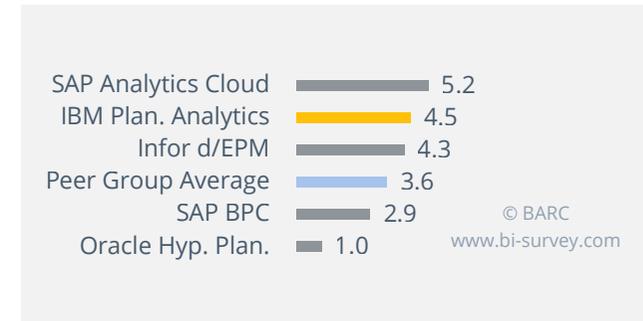
Viewpoint

Continuous integration of data from operational source systems (e.g., ERP) in a defined data model is important. This is true when implementing planning products but it is also an ongoing requirement to ensure consistent views on data. IBM Planning Analytics comes with Turbo Integrator, its own ETL tool for data integration from source systems into the vendor's multidimensional database. Turbo Integrator has rather a technical user interface. However, in recent releases, it has been freshened up and is now more user-friendly. Nonetheless, tasks such as integrating data into Planning Analytics' OLAP cubes typically require IT support and are not really suitable for business users. Overall, Planning Analytics achieves a respectable leading rank for 'Data integration' in the 'Enterprise Software Vendors' peer group.

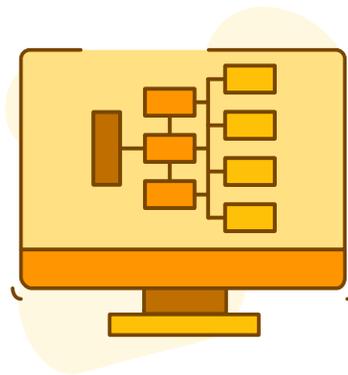
## Data integration – Leader



Peer Group: Enterprise Software Vendors



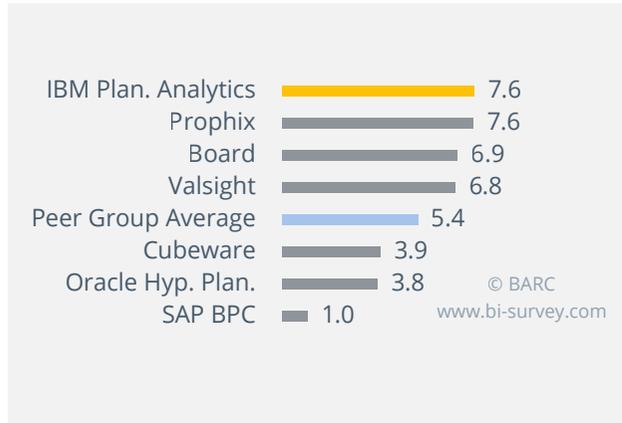
# Planning functionality



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

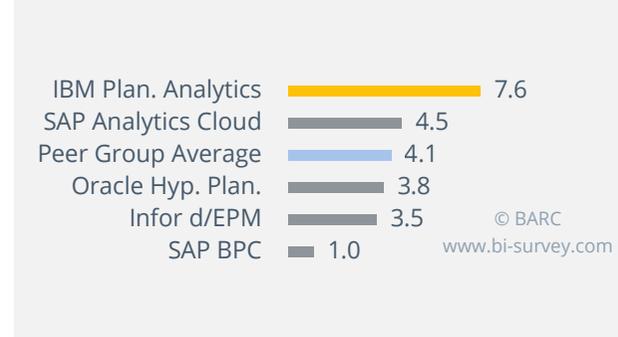
## Planning functionality – Top-ranked

Peer Group: Flexible Planning Platforms



## Planning functionality – Top-ranked

Peer Group: Enterprise Software Vendors



## Planning functionality

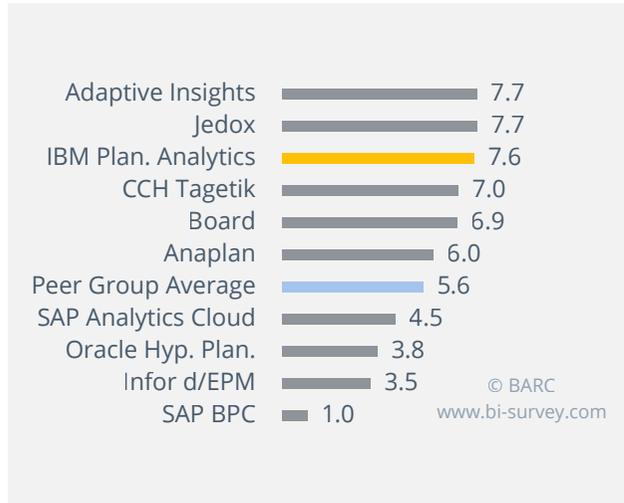


IBM Planning Analytics plays a strategic role for IBM due to its rich functionality for planning and OLAP analysis, and its in-memory technology. 'Good coverage of planning specific requirements' is one of the main reasons why companies choose to buy Planning Analytics (49 percent). The majority of customers are satisfied with the product's planning functionality, which leads to its top ranks and leading positions in all of its peer groups in this year's Planning Survey. Both centralized top-down and decentralized bottom-up planning scenarios can be flexibly implemented with IBM's 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 functionality – Leader



Peer Group: Global Vendors



## Planning functionality – Leader



Peer group: North American Vendors



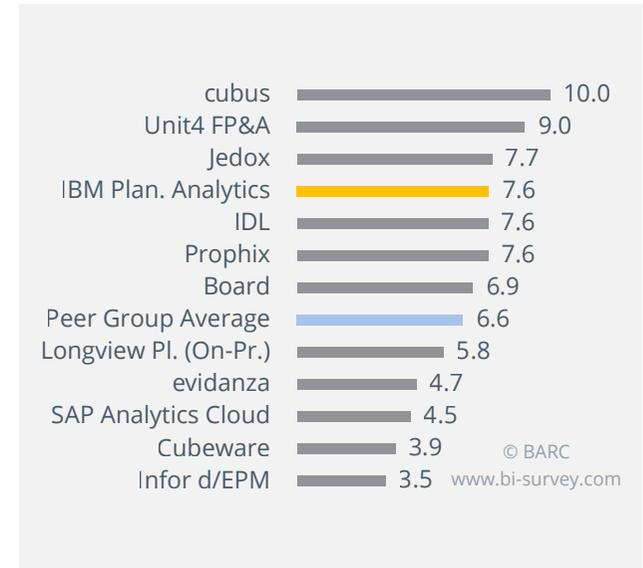
# Planning functionality



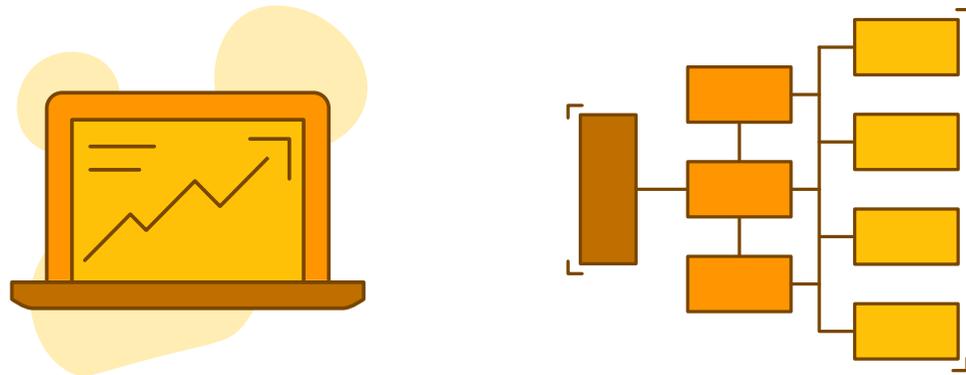
## Planning functionality – Leader



Peer Group: BI-focused Products



# Simulation & Driver-based planning



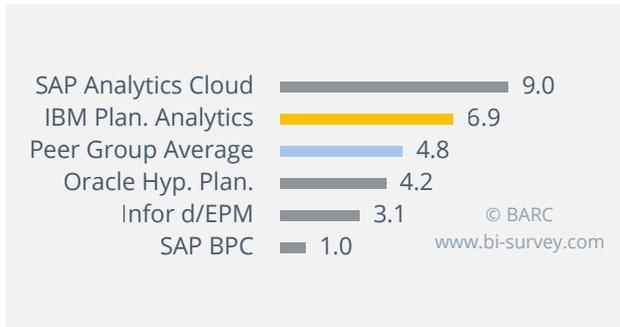
The 'Simulation' KPI measures user ratings of the product's simulation functionality.

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

## Simulation – Leader



Peer Group: Enterprise Software Vendors



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Simulation



Functionality for structural as well as parameter simulations and scenario analyses is a strength of IBM Planning Analytics. The product's multidimensional capabilities are suitable for trained business power users, who can simulate an unlimited number of scenarios in the product's spreadsheet environment in Excel. Data changes for different scenarios can be made by planners in a personal work area (sandbox). Scenarios and data can be copied for individual simulations. Once the user is happy with the changes made, they can be transferred from the sandbox to the server. Sandboxes are available in all Planning Analytics clients. To improve performance, sandboxes only store delta values, which are transferred from the sandbox. Multiple sandboxes can be saved, named and restarted. Overall, Planning Analytics is considered a leader for 'Simulation' in the 'Enterprise Software Vendors' peer group.



## Driver-based planning



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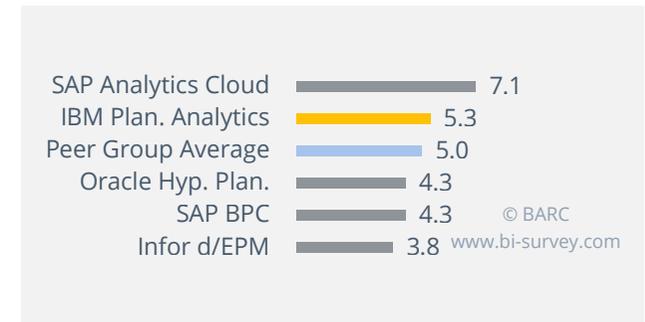
Viewpoint

According to the survey results, customers frequently seem to use IBM Planning Analytics for driver-based planning. Planning based on the key influencing factors of the business, considering cause-effect correlations in so-called value driver trees is an important topic for many companies today. The goal behind this approach is typically to focus a company's planning activities on the main business influencing aspects without wasting resources. Due to Planning Analytics' flexibility, various planning strategies and approaches such as driver-based planning can be implemented. Planning Analytics' customers seem to be satisfied with the options and flexibility the product provides to implement concepts such as driver-based planning. The flexible development environment and multidimensional database allow for a highly individual modeling of the underlying planning model and calculations. Consequently, Planning Analytics ranks among the leaders for 'Driver-based planning' in the 'Enterprise Software Vendors' peer group.

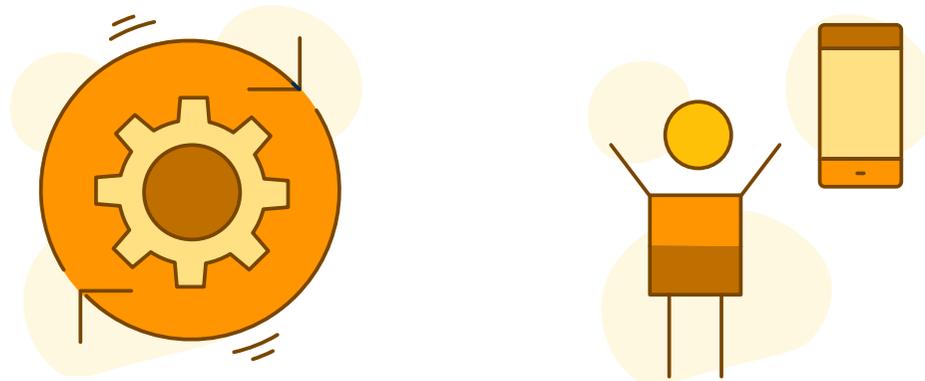
## Driver-based planning – Leader



Peer Group: Enterprise Software Vendors



# Flexibility & Ease of use



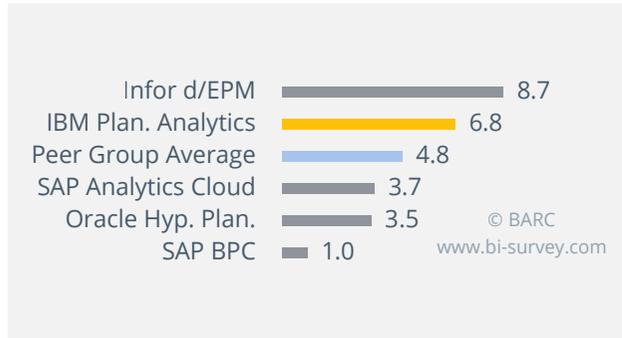
The 'Flexibility' KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.

The 'Ease of use' KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

## Flexibility – Leader



Peer Group: Enterprise Software Vendors



BARC

Viewpoint

Flexibility



'Flexibility of the software' is the main reason why companies choose to buy IBM Planning Analytics (50 percent). 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 individual content (e.g., modeling, templates) in a familiar environment and publishing it to the web. Planning Analytics is among the leaders for 'Flexibility' in the 'Enterprise Software Vendors' peer group.



## Ease of use



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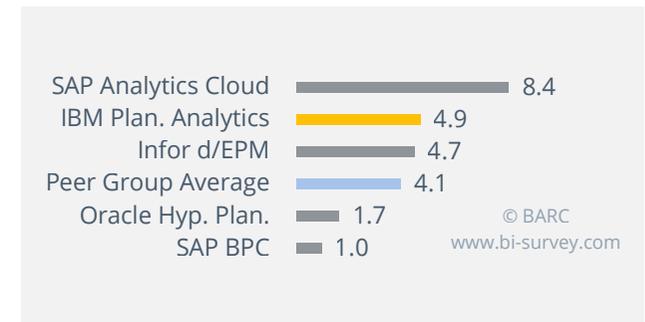
Viewpoint

IBM Planning Analytics targets business departments in large and mid-size companies across all industries. Many customers confirm that Planning Analytics is easy to use and therefore ideal for self-service planning in business departments. The main reason for this assessment is the product's Excel-based multidimensional approach, which is very attractive for business users, particularly in finance and controlling departments. The initial hurdle to working with Planning Analytics is low thanks to its familiar spreadsheet environment. However, Planning Analytics is actually a very powerful and feature-rich planning and analytics product and the know-how required to develop intricate and high-performance applications should not be underestimated. Nonetheless, business power users 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, which is confirmed by a leading rank for 'Ease of use' in the 'Enterprise Software Vendors' peer group.

## Ease of use – Leader



Peer Group: Enterprise Software Vendors



# Functionality & Customer experience



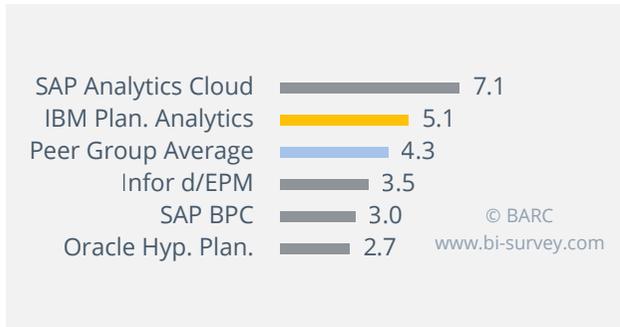
The 'Functionality' KPI combines the 'Predefined data connectivity', 'Data integration', 'Planning content', 'Planning functionality', 'Workflow', 'Forecasting', 'Simulation', 'Driver-based planning', 'Reporting/analysis' and 'Legal consolidation' KPIs.

The 'Customer experience' KPI Combines the 'Self-service', 'Flexibility', 'Ease of use', 'Sales experience' and 'Performance satisfaction' KPIs.

## Functionality – Leader



Peer Group: Enterprise Software Vendors



BARC

Viewpoint

Functionality



The Planning Survey results confirm that IBM Planning Analytics is a comprehensive, feature-rich planning and analytics product. Customers greatly appreciate the product's range of functions. Consequently, Planning Analytics ranks highly for the aggregated 'Functionality' KPI in the 'Enterprise Software Vendors' peer group. Planning, budgeting and forecasting functionality is at the heart of IBM's product offering and 'Good coverage of planning specific requirements' is therefore a prominent reason why companies choose it (49 percent). Moreover, comprehensive forecasting and simulation functionality satisfies customers and many of them use the flexible development environment and multidimensional database with its highly individual modeling capabilities for driver-based planning approaches. Using Planning Analytics, both centralized top-down and decentralized bottom-up planning scenarios on different aggregation levels (strategic as well as operational planning) can be implemented in a familiar spreadsheet environment.



## Customer experience



BARC

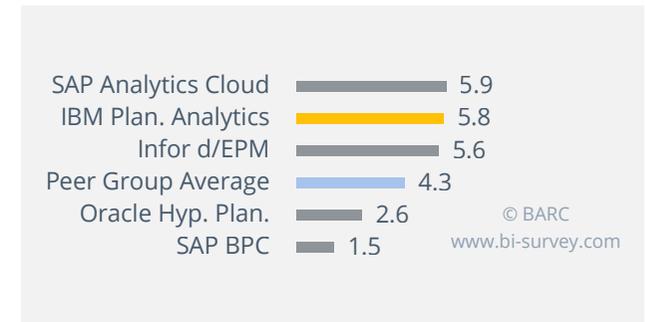
Viewpoint

'Customer experience' combines the 'Self-service', 'Flexibility', 'Ease of use', 'Sales experience' and 'Performance satisfaction' KPIs. Strong results, especially in the 'Performance satisfaction' KPI, place IBM Planning Analytics among the leaders for 'Customer experience' in the 'Enterprise Software Vendors' peer group. The Planning Survey results over several years prove that Planning Analytics is a high-performance, multidimensional in-memory database for planning and OLAP analysis. At its core, the product is a very flexible Excel-based development environment, which can be individually modeled and used for various planning and CPM use cases. Many customers confirm that it is easy to use, which is ideal for self-service planning in business departments. The product's Excel-based multidimensional approach is very attractive for business users, particularly in finance and controlling departments. Business power users typically require little technical knowledge except for data management (especially data integration) to work with the product.

## Customer experience – Leader



Peer Group: Enterprise Software Vendors



# Performance satisfaction

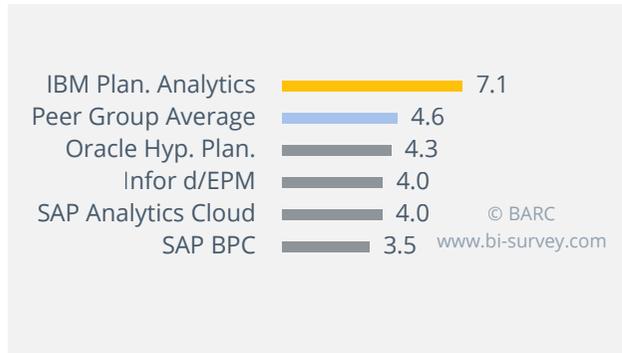


This KPI measures the frequency of complaints about the system's performance.

## Performance satisfaction – Top-ranked

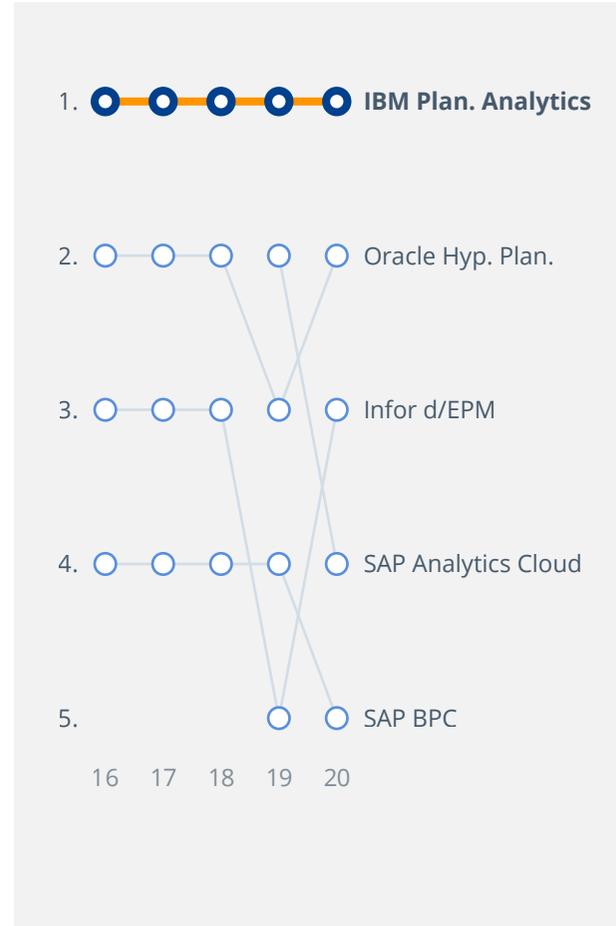


Peer Group: Enterprise Software Vendors



## Consistently top-ranked in performance satisfaction

Peer Group: Enterprise Software Vendors



## Performance satisfaction

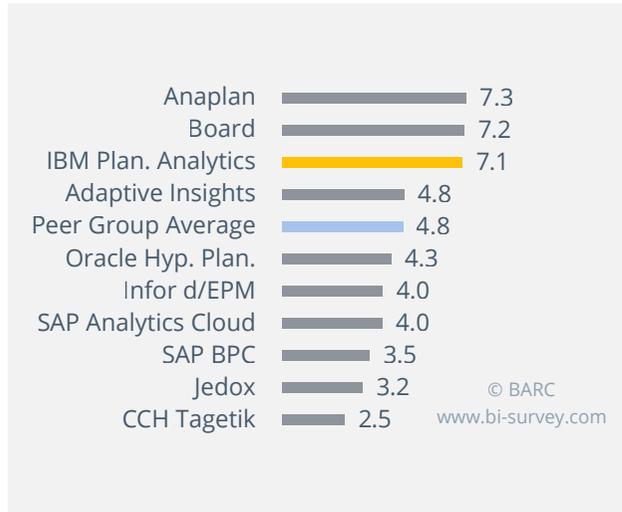


Year after year, the Planning Survey results prove that IBM Planning Analytics is a high-performance multidimensional in-memory database for planning and OLAP analysis. Consequently, Planning Analytics has consistently been the top-ranked product for performance satisfaction over the last five years in the 'Enterprise Software Vendors' peer group. It also achieves leading ranks in its other peer groups this year. 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. It is obvious that performance satisfaction is high among users, an impressive finding given the size of many Planning Analytics deployments. Its in-memory database is clearly capable of handling large data volumes as well as large numbers of users. Indeed, 'Convincing performance of software' is a major – and well above average – reason why customers choose to buy Planning Analytics (43 percent). 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.

## Performance satisfaction – Leader



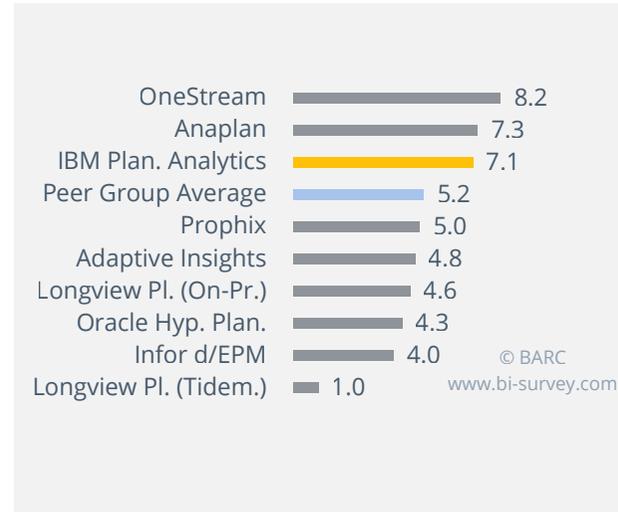
Peer Group: Global Vendors



## Performance satisfaction – Leader



Peer group: North American Vendors



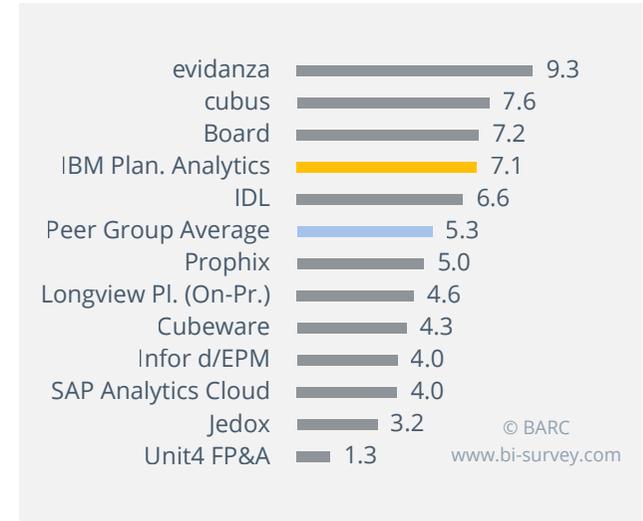
# Performance satisfaction



## Performance satisfaction – Leader



Peer Group: BI-focused Products



# Considered for purchase

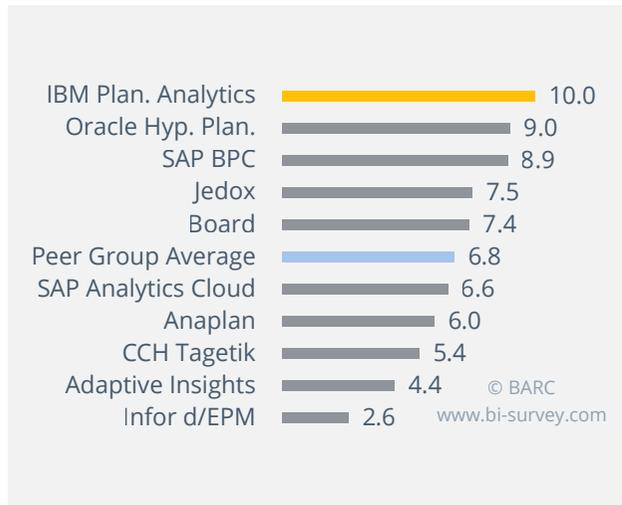


This KPI is based on whether respondents considered purchasing the product.

## Considered for purchase – Top-ranked



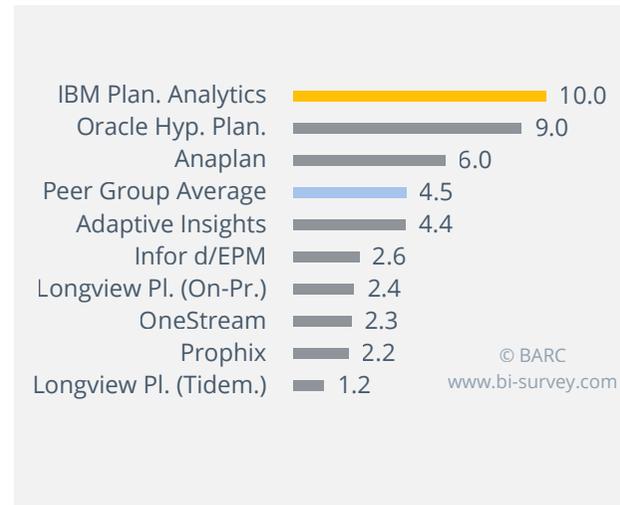
Peer Group: Global Vendors



## Considered for purchase – Top-ranked



Peer group: North American Vendors



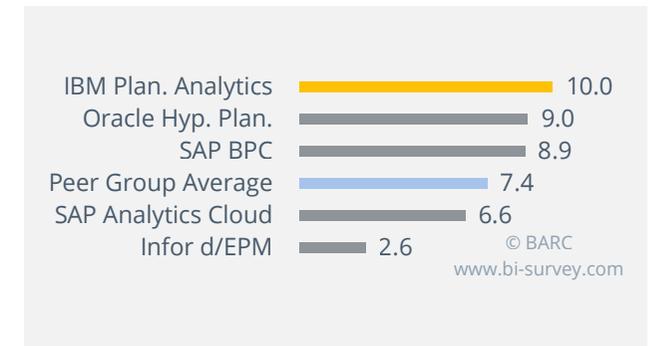
## Considered for purchase



## Considered for purchase – Top-ranked



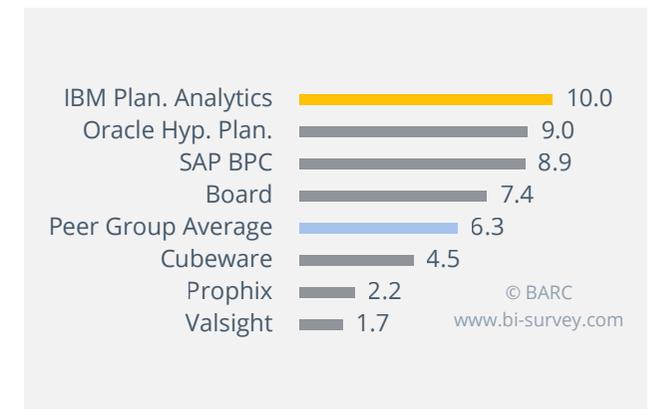
Peer Group: Enterprise Software Vendors



## Considered for purchase – Top-ranked



Peer Group: Flexible Planning Platforms

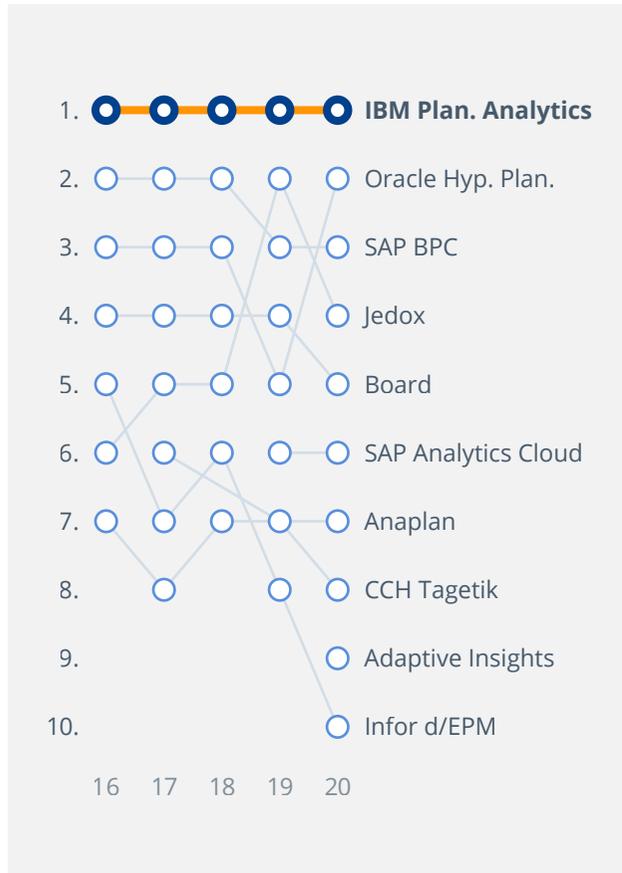


## BARC Viewpoint

IBM 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 high-performance 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. BARC can also confirm from our experience in customer projects when supporting companies in software selection projects. 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. It is very impressive to see that Planning Analytics has consistently been top-ranked in the 'Considered for purchase' KPI in all of its peer groups for the last five years – an incredible result.

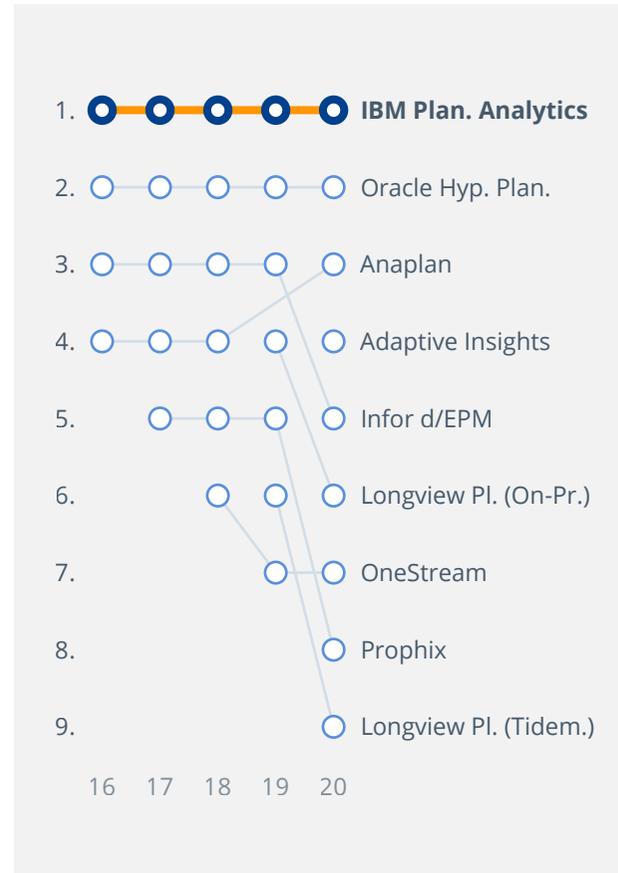
## Consistently top-ranked in considered for purchase

Peer Group: Global Vendors



## Consistently top-ranked in considered for purchase

Peer group: North American Vendors

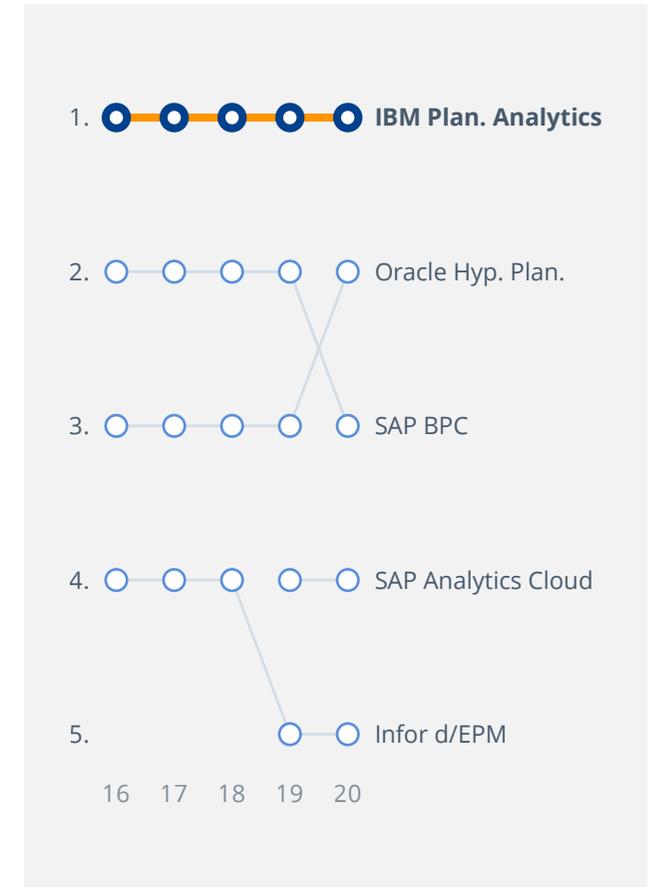


## Consistently top-ranked in considered for purchase



## Consistently top-ranked in considered for purchase

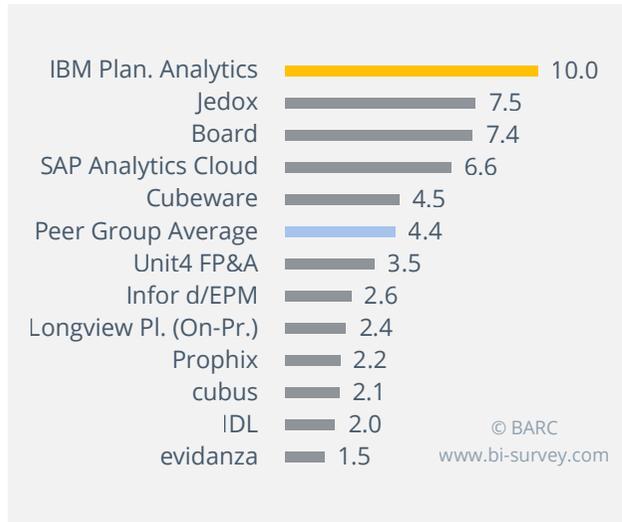
Peer Group: Enterprise Software Vendors



Considered for purchase –  
Top-ranked

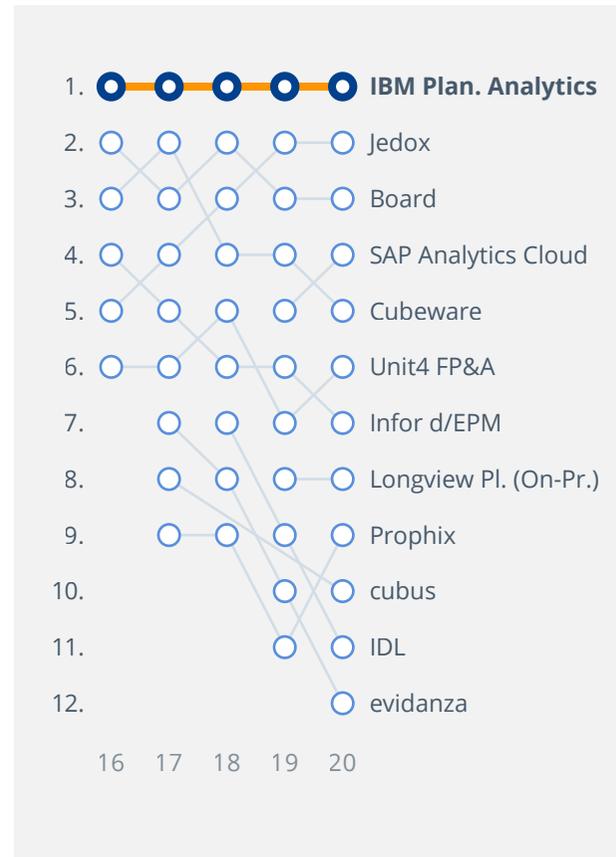


Peer Group: BI-focused Products



Consistently top-ranked in  
considered for purchase

Peer Group: BI-focused Products

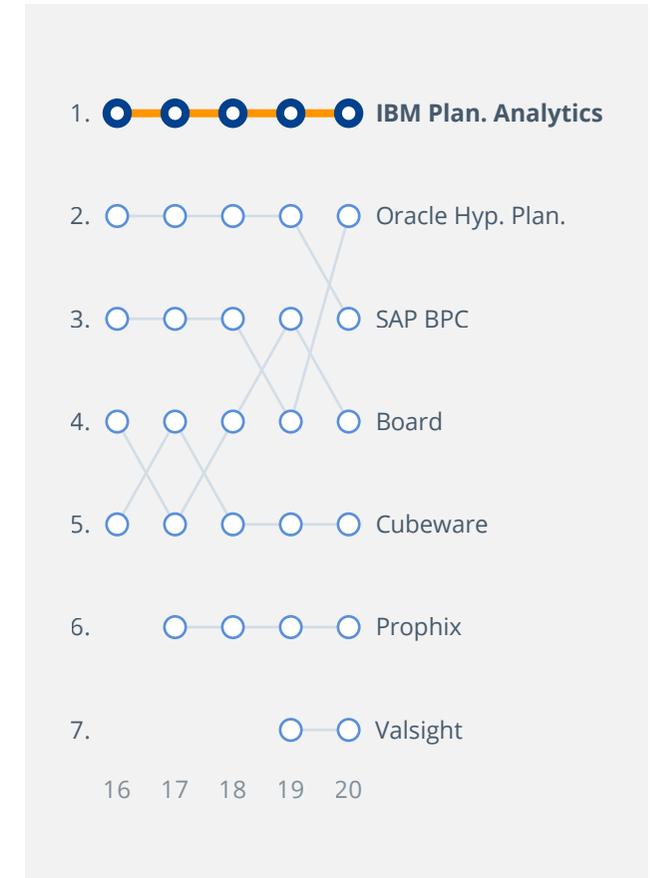


Considered for purchase



Consistently top-ranked in  
considered for purchase

Peer Group: Flexible Planning Platforms



# Competitive win rate

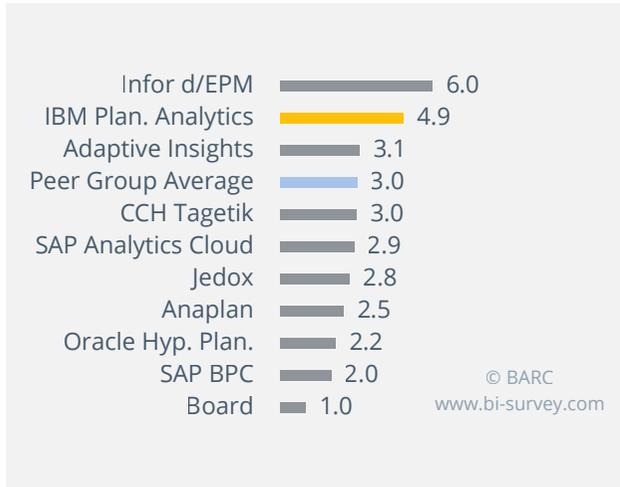


This KPI is based on the percentage of wins in competitive evaluations.

## Competitive win rate – Leader



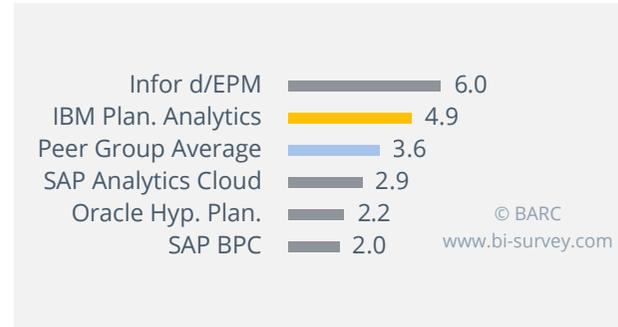
Peer Group: Global Vendors



## Competitive win rate – Leader



Peer Group: Enterprise Software Vendors

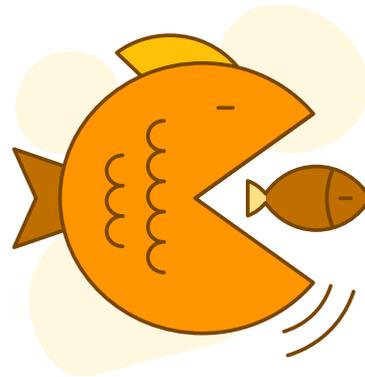


# Competitive win rate




The Planning Survey results show that IBM Planning Analytics is not only regularly considered for purchase but it also frequently wins customers in competitive situations against other vendors. The vendor, its experienced consulting team and partners are obviously doing an excellent job in this regard. Consequently, Planning Analytics ranks among the leaders in two of its peer groups. At its core, the product is a very flexible development environment, which can be individually modeled and used for various planning and CPM use cases. This flexibility together with the product's Excel-based approach and its underlying high-performance multidimensional in-memory database clearly convinces customers in pre-sales situations to choose Planning Analytics.

# Competitiveness

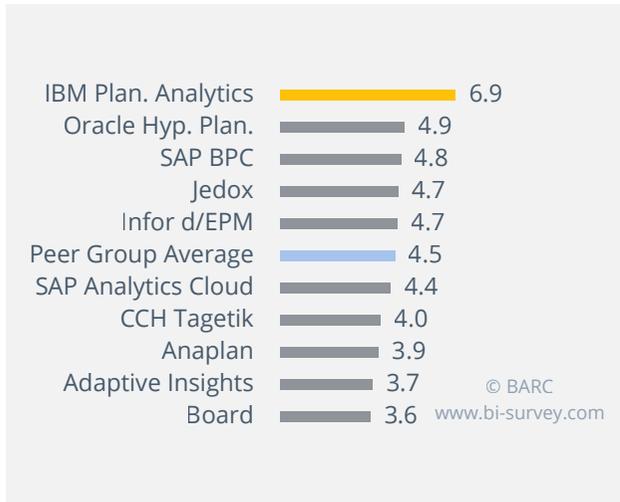


This KPI combines the 'Considered for purchase' and 'Competitive win rate' KPIs.

## Competitiveness – Top-ranked



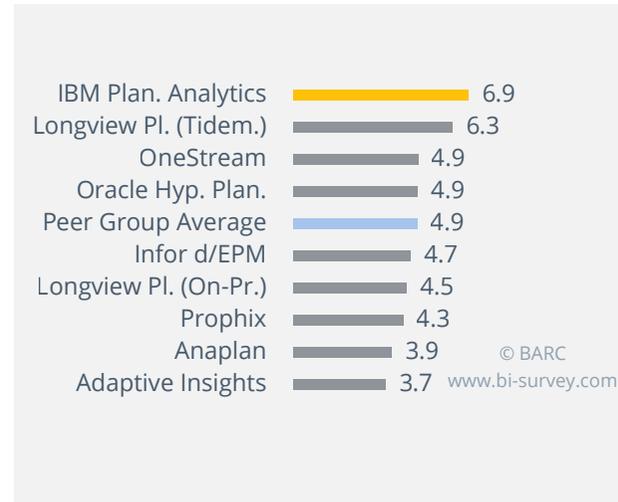
Peer Group: Global Vendors



## Competitiveness – Top-ranked



Peer group: North American Vendors



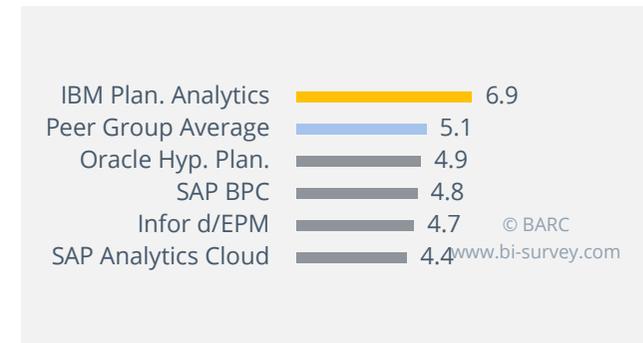
## Competitiveness



### Competitiveness – Top-ranked



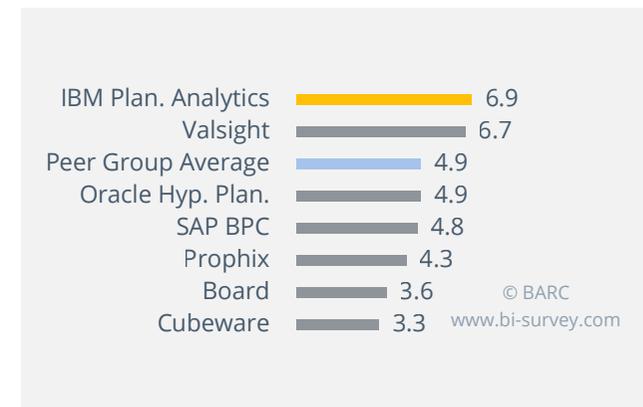
Peer Group: Enterprise Software Vendors



### Competitiveness – Top-ranked



Peer Group: Flexible Planning Platforms

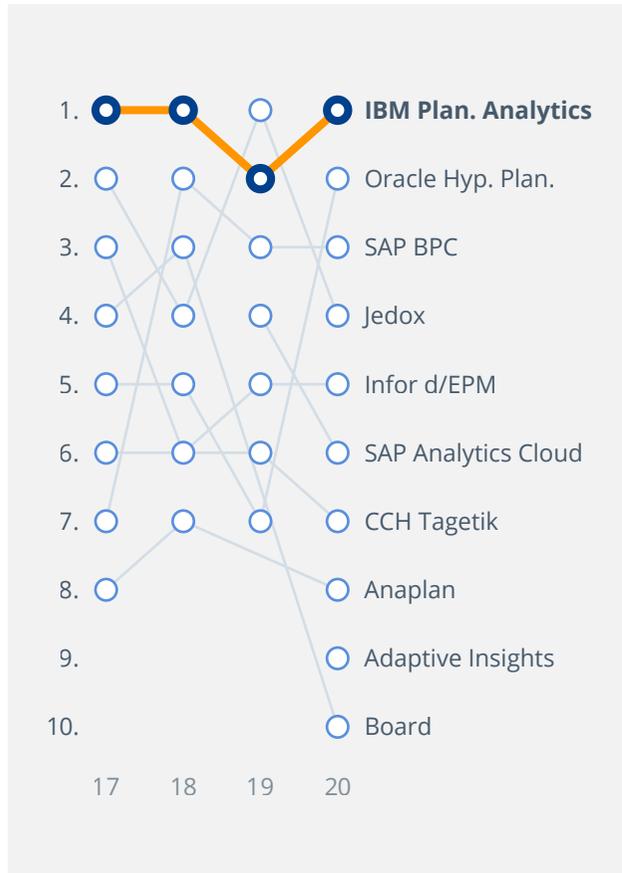


## BARC Viewpoint

'Competitiveness' combines the 'Considered for purchase' and 'Competitive win rate' KPIs. As a result of its strong showing in both of these KPIs, IBM Planning Analytics also ranks number one in all of its peer groups in the aggregated 'Competitiveness' KPI. The Planning Survey proves that IBM Planning Analytics is widely considered for purchase and also wins many customers in competitive situations with other vendors. The vendor, its experienced consulting team and partners are clearly doing a great job in head-on competitions against other vendors to win customers. The product's flexibility together with its Excel-based approach and underlying high-performance multidimensional in-memory database clearly convince customers in pre-sales situations to choose Planning Analytics. When looking for a multidimensional Excel and web-based high-performance planning and OLAP analysis tool, companies should certainly consider Planning Analytics as an option.

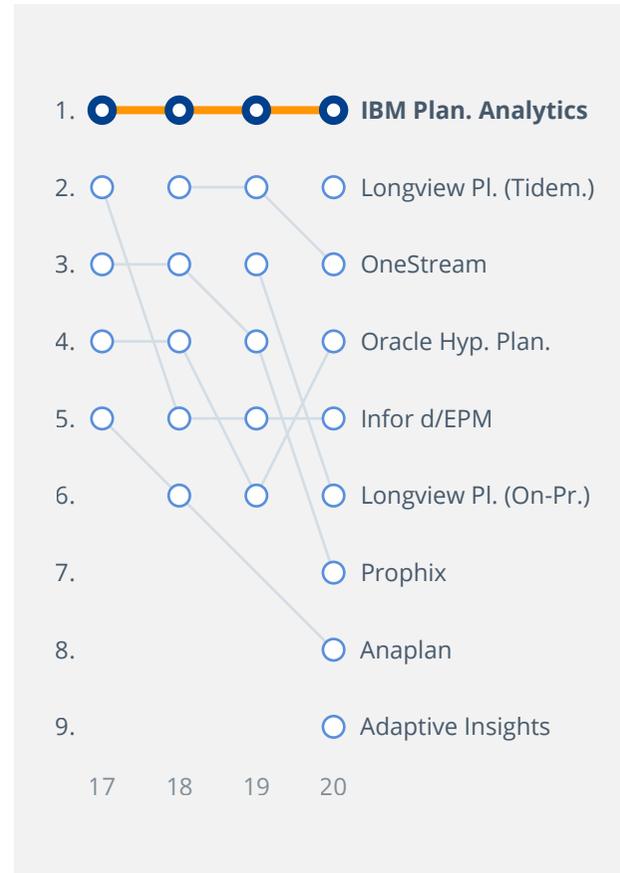
## Consistently outstanding in competitiveness

Peer Group: Global Vendors



## Consistently top-ranked in competitiveness

Peer group: North American Vendors

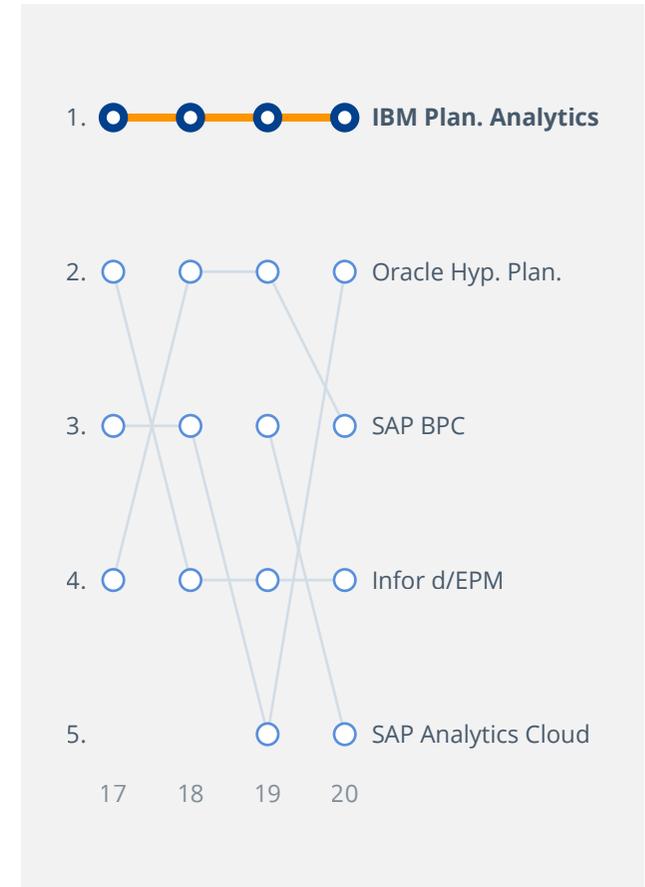


## Competitiveness



## Consistently top-ranked in competitiveness

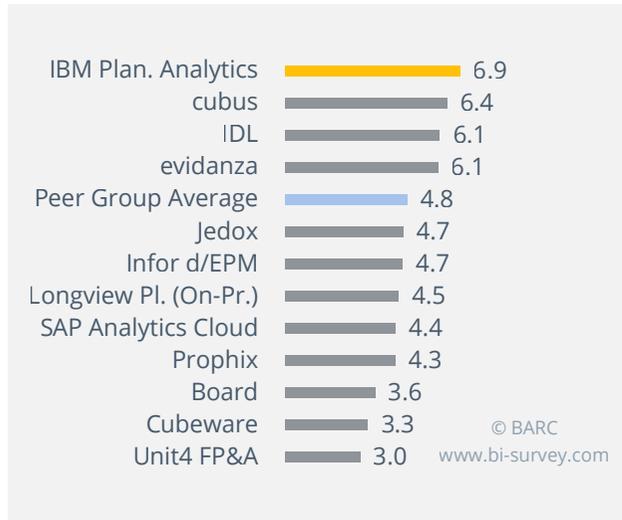
Peer Group: Enterprise Software Vendors



## Competitiveness – Top-ranked

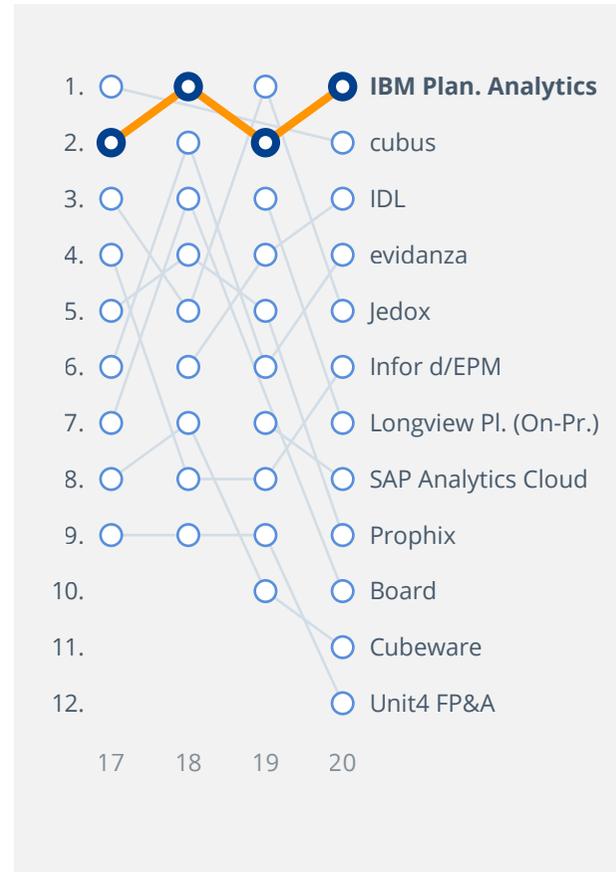


Peer Group: BI-focused Products



## Consistently outstanding in competitiveness

Peer Group: BI-focused Products

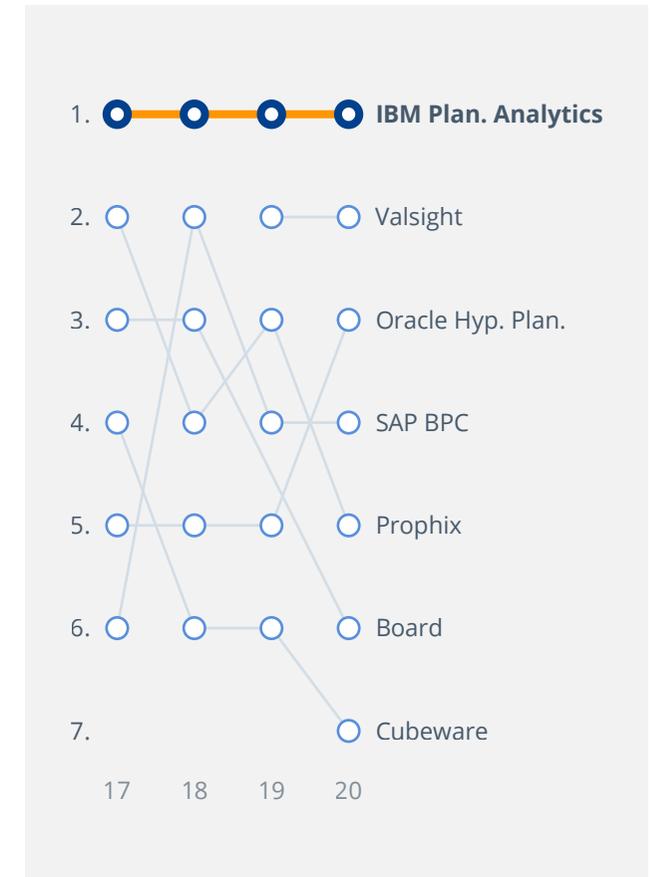


## Competitiveness



## Consistently top-ranked in competitiveness

Peer Group: Flexible Planning Platforms

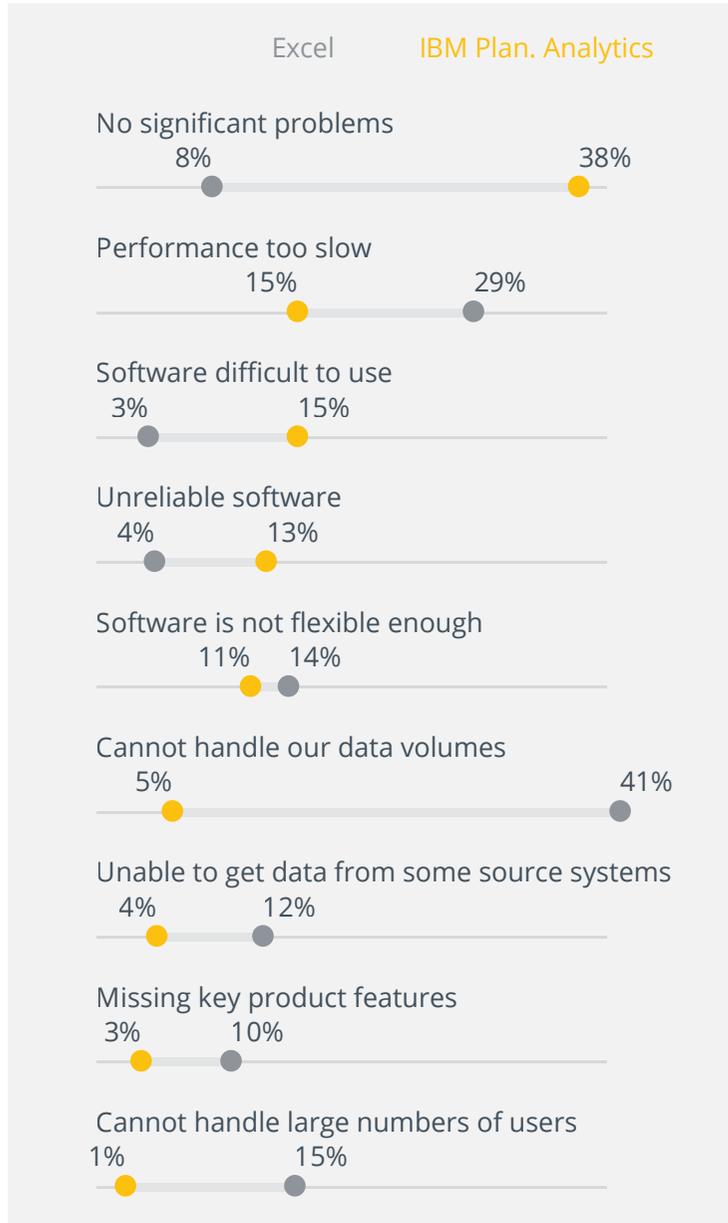


# IBM Planning Analytics vs. Excel



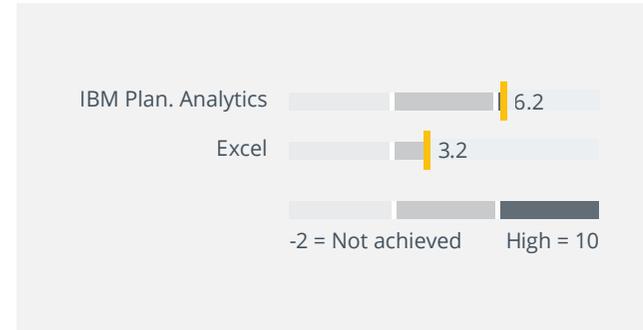
## Problems encountered by IBM Planning Analytics and Excel users

n=80/196



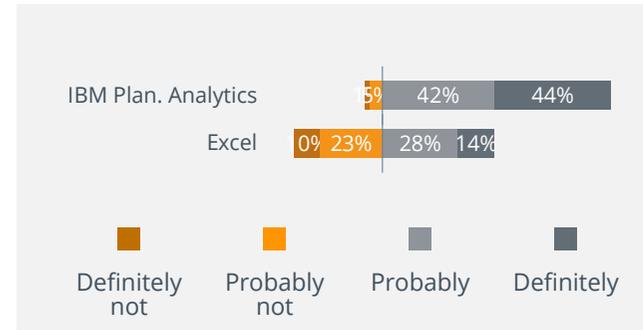
## Business Benefits Index\*

n=81/187



## Recommendation\*\*

n=81/188



## Satisfaction level\*\*

n=81/191



## IBM Planning Analytics vs. Excel



Excel remains one of the most widely used planning and analytics products in the world. However, many users and companies are dissatisfied with it. IBM Planning Analytics users have far fewer complaints than Excel users. Common issues in planning projects such as slow performance, missing key product features (e.g., for planning), inflexibility and handling of large numbers of users or data volumes do not seem to be a problem for Planning Analytics users. 38 percent of customers even report having no significant problems at all with the product. Business benefits regularly achieved with Planning Analytics (and achieved more frequently than with Excel) include increased transparency of planning, improved integration of different sub-budgets and improved integration of planning with reporting/analysis. 86 percent of Planning Analytics users responding to The Planning Survey this year said they would definitely or probably recommend their planning product to other organizations, while 88 percent stated that they are either '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](http://www.barc-research.com)

## Other Surveys



The BARC **BI Trend Monitor 2020** reflects on the trends currently driving the BI and data management market from a user perspective. We asked close to 2,900 users, consultants and vendors for their views on the most important BI trends.



The BARC survey '**The Future of Reporting**' investigates how and why companies should modernize their reporting and is based on a survey of 600 participants from 58 countries across a range of industries. [Download here.](#)



**The BI Survey 19** 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](http://www.bi-survey.com)

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