

The BI Survey 19

The voice of the BI and analytics community

This document is a specially produced
summary of the headline results for

Phocas



The BI Survey 19 Phocas Highlights Dashboard



KPI results

34 top-rankings
and
49 leading
positions

*in 3 different
peer groups.*

THE BI SURVEY 19



Recommendation

100%
of surveyed users
would **recommend***
Phocas.

** Based on the aggregate of
"Definitely" and "Probably".*

THE BI SURVEY 19



Problems

81%
of surveyed users
report **no significant
problems** in the use of
Phocas.*

** Compared to 41% for the average
BI tool.*

THE BI SURVEY 19



Vendor support

90%
of surveyed users rate
Phocas' **vendor
support** as **excellent
or good**. *

** Compared to 41% for the average
BI tool.*

THE BI SURVEY 19



Price-to-value

91%
of surveyed users rate
Phocas' **price-to-value**
as **excellent** or **good**. *

** Compared to 65% for the average
BI tool.*

THE BI SURVEY 19



Ad hoc query

97%
of surveyed users rate
Phocas' **functionality
for ad hoc queries**
as **excellent** or **good**. *

** Compared to 77% for the average
BI tool.*

THE BI SURVEY 19



Peer Group Data discovery- focused products



1. Top-ranked in

- Business benefits
- Project success
- Project length
- Business value
- Recommendation
- Vendor support
- Implementer support
- Product satisfaction
- Customer satisfaction
- Ease of use
- Sales experience
- Mobile BI
- Data preparation
- Ad hoc query



Leader in

- Price-to-value
- Query performance
- Performance satisfaction
- Customer experience
- Cloud BI
- Embedded BI
- Innovation
- Competitive win rate
- Competitiveness
- Dashboards
- Analyses
- Distribution of reports
- Functionality

BARC Summary

As one of the top performers in this year's BI Survey, Phocas is the first-ranked vendor for many KPIs across all of its peer groups. In the 'Data discovery-focused products' peer group, Phocas outperformed its rivals in 14 KPIs and placed among the leaders in 13 others. It also achieved some notable results in the 'America-focused vendors' (11 top ranks) and 'Ad hoc reporting-focused products' (9 top ranks) peer groups. Phocas is popular with customers primarily because of its professional expertise in the industries it focuses on, its ease of use and its ability to fulfil customer requirements with innovative features. Outstanding results in the 'Business value', 'Ease of use' and 'Product satisfaction' KPIs are certainly key reasons why customers have felt comfortable recommending the product for several years.



Peer Group Americas-focused vendors



1. Top-ranked in

Business benefits
Project success
Business value
Recommendation
Vendor support
Product satisfaction
Customer satisfaction
Ease of use
Mobile BI
Data preparation
Ad hoc query



Leader in

Project length
Price-to-value
Implementer support
Self-service
Sales experience
Query performance
Performance satisfaction
Customer experience
Cloud BI
Visual analysis
Innovation
Competitive win rate
Competitiveness
Dashboards
Analyses
Distribution of reports
Functionality

Peer Group Ad hoc reporting- focused products



1. Top-ranked in

Business benefits
Project success
Business value
Recommendation
Product satisfaction
Ease of use
Performance satisfaction
Mobile BI
Data preparation

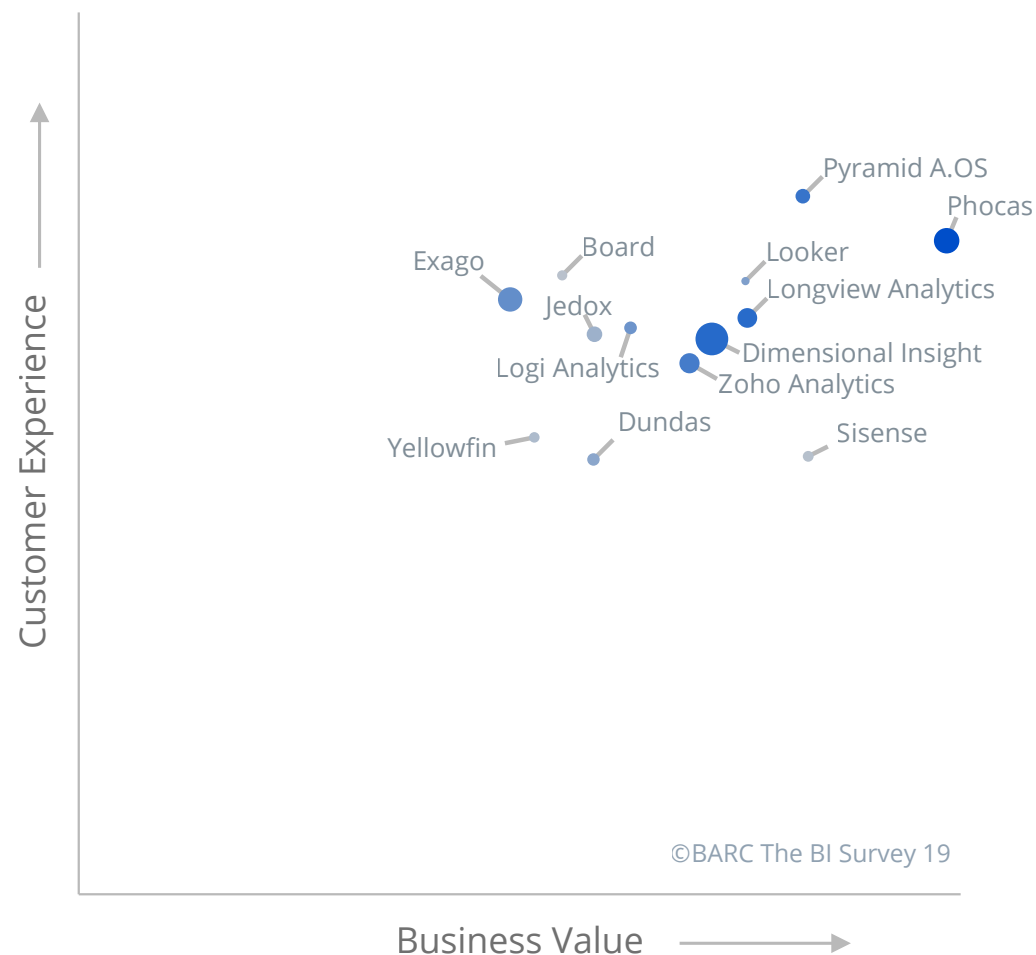


Leader in

Project length
Price-to-value
Vendor support
Implementer support
Customer satisfaction
Sales experience
Query performance
Customer experience
Cloud BI
Visual analysis
Embedded BI
Innovation
Competitive win rate
Competitiveness
Dashboards
Ad hoc query
Analyses
Distribution of reports
Functionality



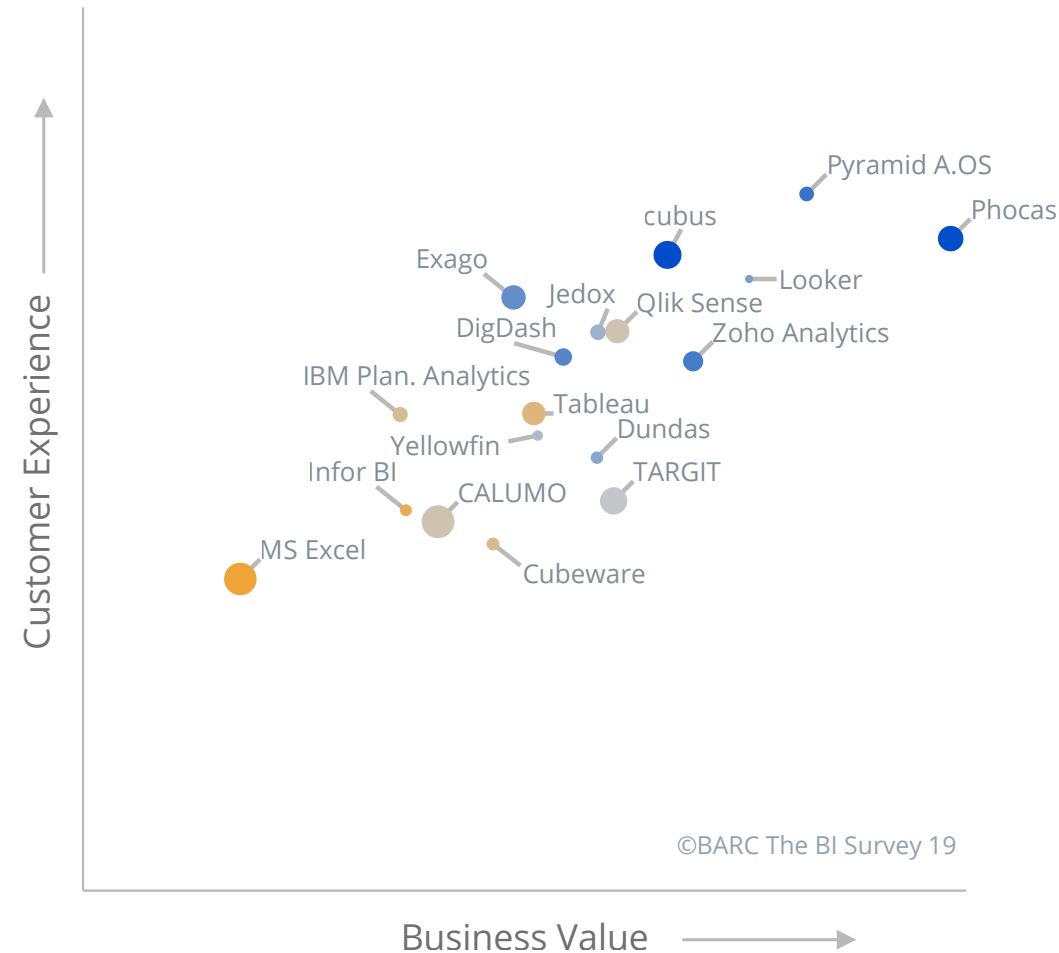
The BI Survey 19 BI User Review Matrix - Peer group: Americas-focused vendors



- Highest Competitiveness
- Lowest Competitiveness
- Highest Customer Satisfaction
- Lowest Customer Satisfaction



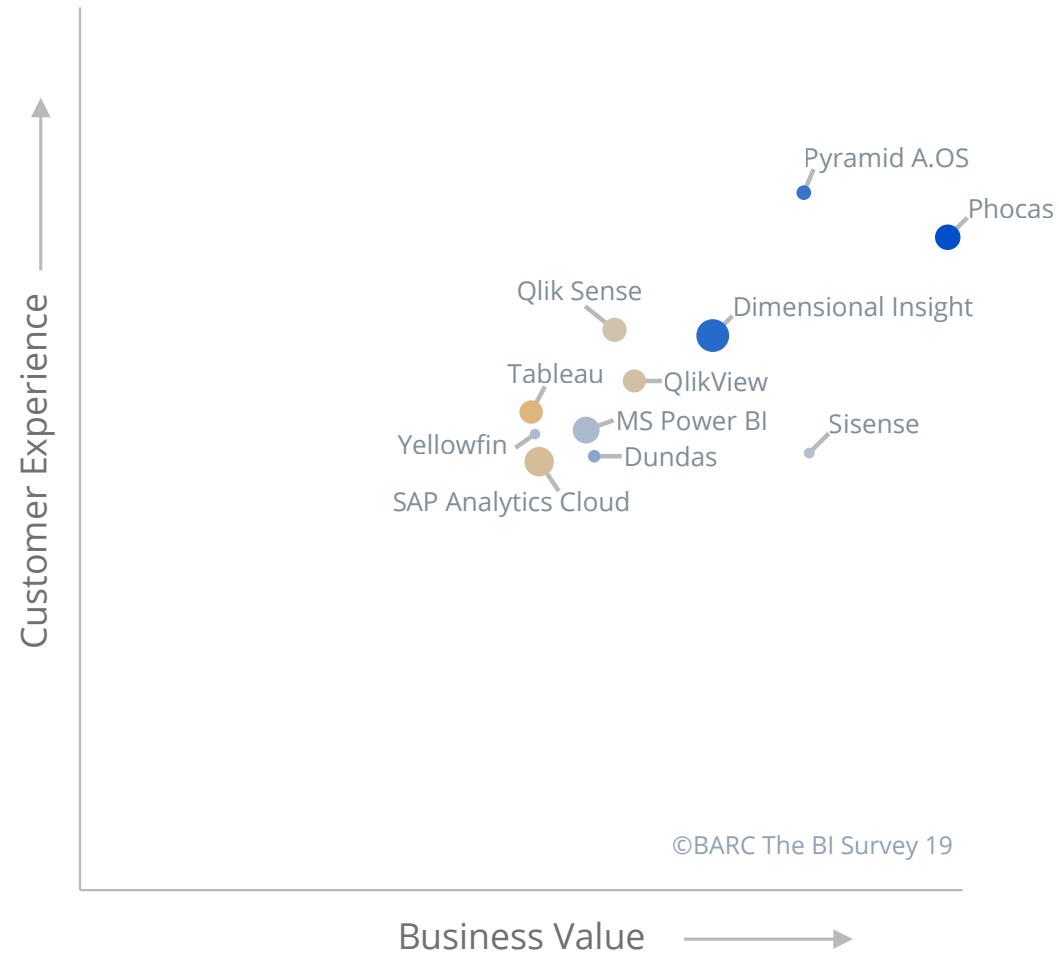
The BI Survey 19 BI User Review Matrix - Peer group: Ad hoc reporting-focused products



- Highest Competitiveness
- Highest Customer Satisfaction
- Lowest Competitiveness
- Lowest Customer Satisfaction



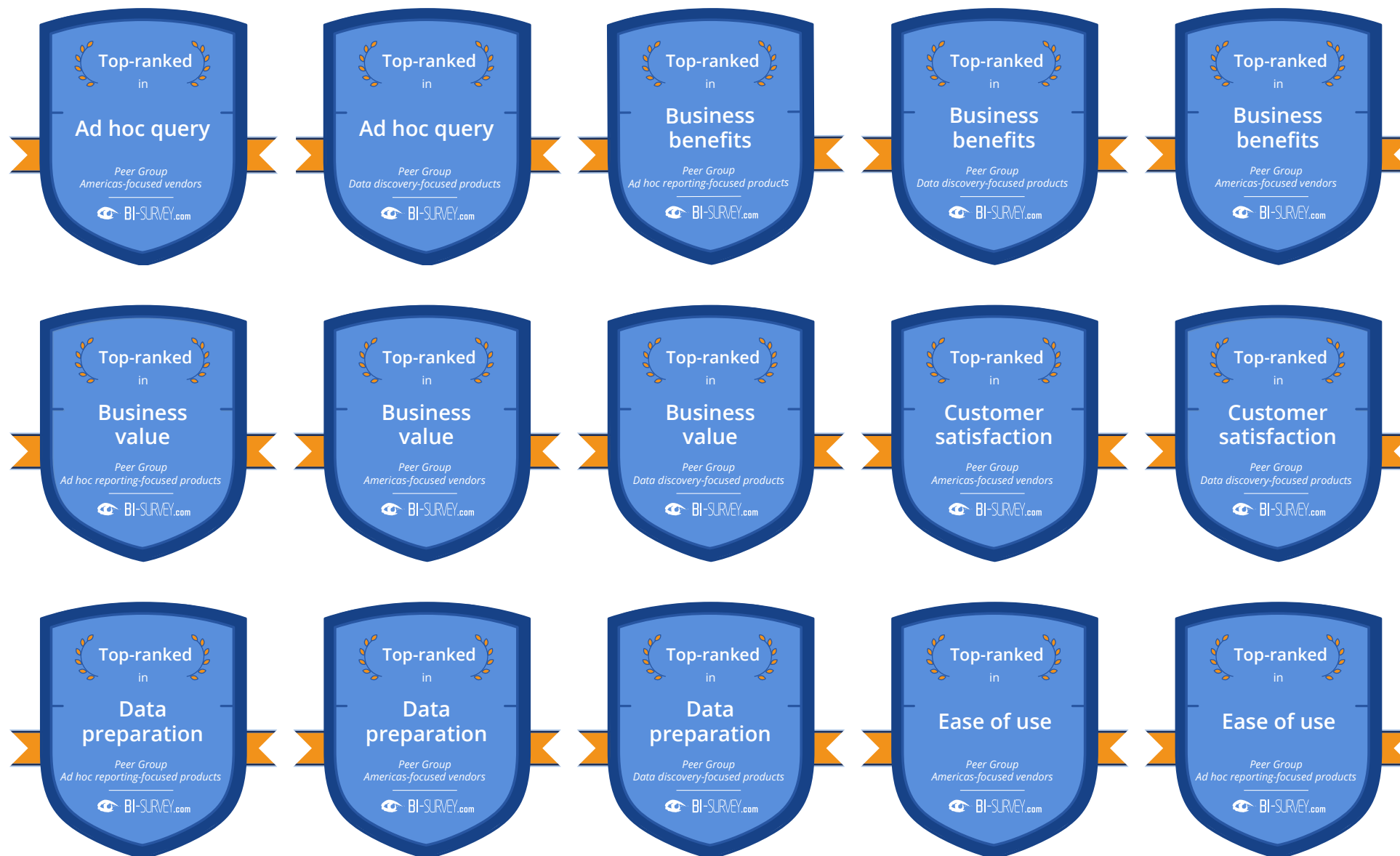
The BI Survey 19 BI User Review Matrix - Peer group: Data discovery-focused products



- Highest Competitiveness
- Lowest Competitiveness
- Highest Customer Satisfaction
- Lowest Customer Satisfaction

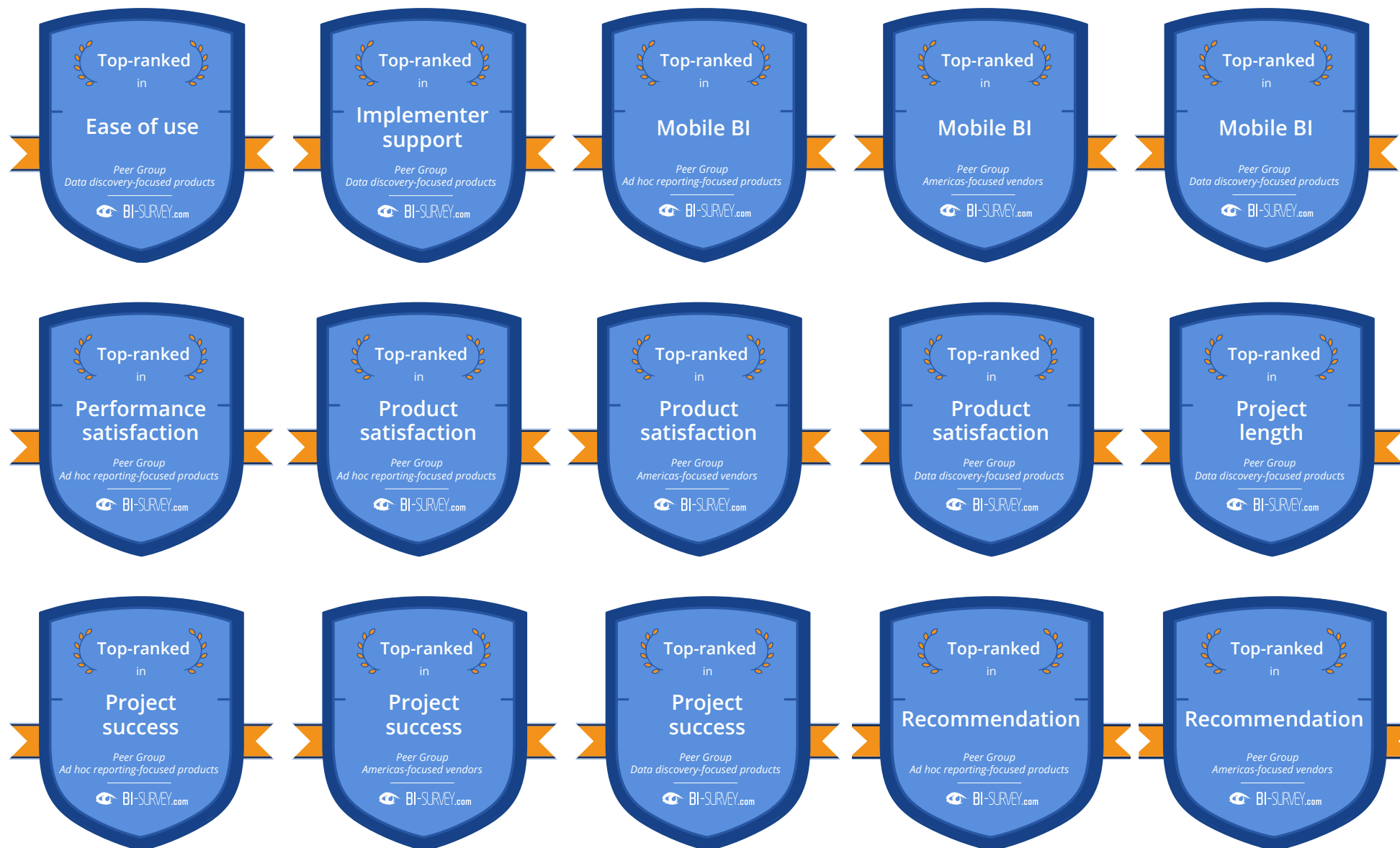


The BI Survey 19 Phocas top ranks



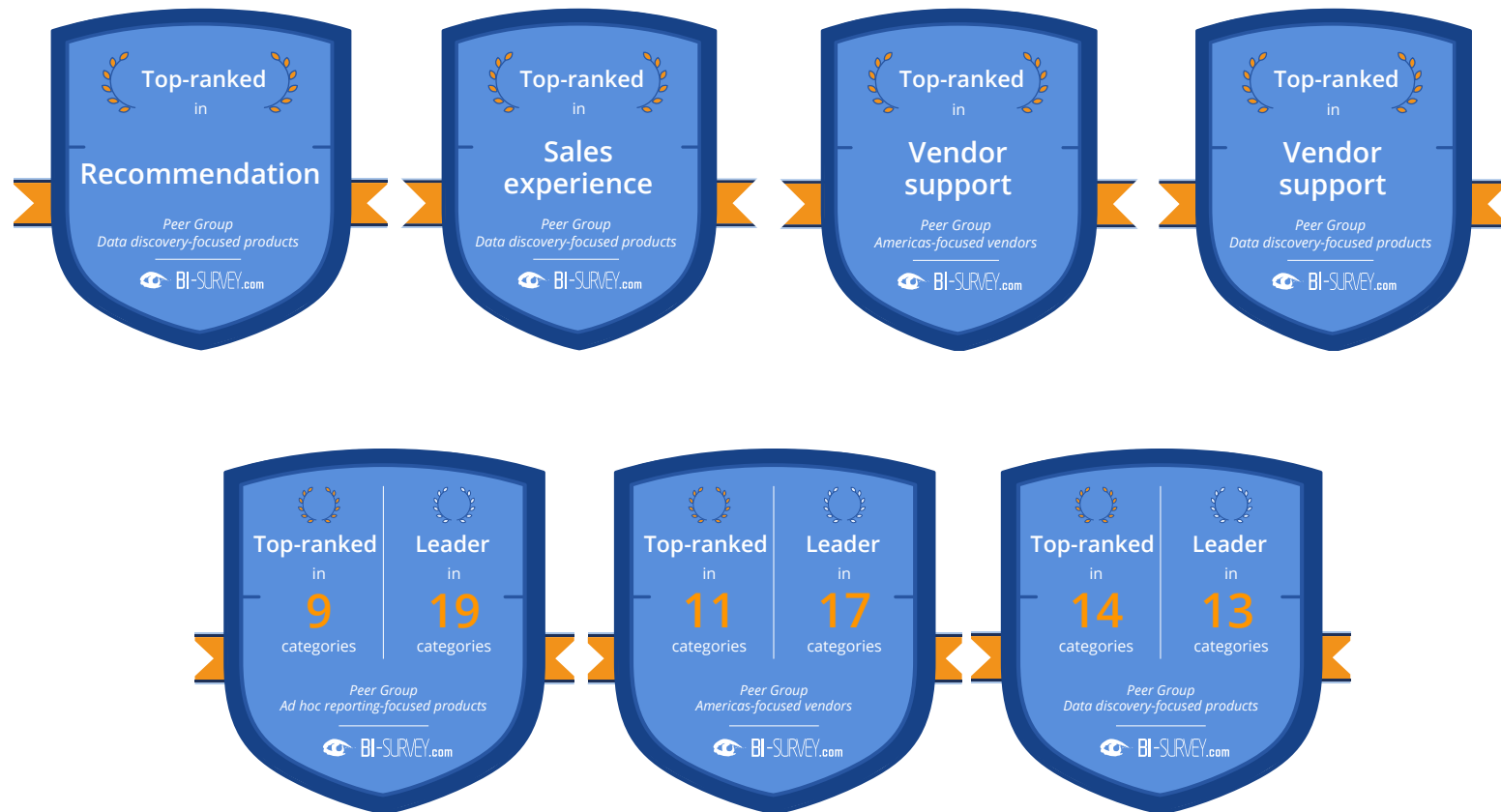


The BI Survey 19 Phocas top ranks





The BI Survey 19 Phocas top ranks



Customer Quotes

“Awesome! Totally changed how we view and analyze our data.”

 BI-SURVEY.com

” CIO/Head of IT, retail/wholesale/trade, 100-2,500 employees

“Brilliant product. Very simple and easy for people to understand/use. Good documentation and support. Information also.”

 BI-SURVEY.com

” CIO/Head of IT, healthcare, 100-2,500 employees

“Has been a great tool for our company. Eliminated many hours of IT support that was previously required to generate tons of reports to the users. Now the users can handle the queries themselves.”

 BI-SURVEY.com

” CIO/Head of IT, retail/wholesale/trade, 100-2,500 employees

“The best BI system I have worked with.”

 BI-SURVEY.com

” Head of business department, retail/wholesale/trade, 100-2,500 employees

“An excellent, easy to use, intuitive platform. Very clear road map with excellent support; both helpdesk (not often required) and context sensitive online help documentation.”

 BI-SURVEY.com

” CIO/Head of IT, retail/wholesale/trade, <100 employees



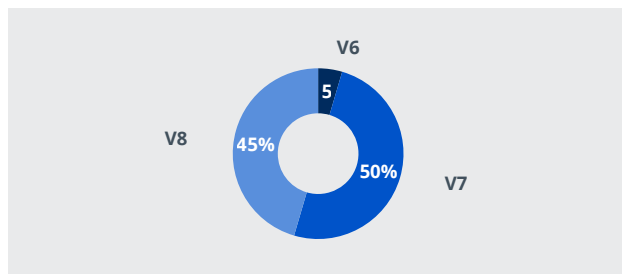
Phocas overview

Phocas was founded in 2001 in the UK and is now a medium-sized company with full-service offices on three continents. The company has shown continuous growth over the last ten years. It now has around 1,700 customers and reported revenues of \$AU34 million for fiscal year 2019. Phocas now has over 91 percent recurring subscription revenue, spread fairly evenly between the UK, Australia and North America. The self-funded company is still a private company held by the founders.

Phocas is focused on the manufacturing, distribution and retail industry verticals and the sales and inventory business functions. Its consulting teams are experts in these areas and can help customers set up data integration from ERP systems and expandable pre-built data models. Although the sales strategy has traditionally been direct sales, Phocas now relies on their partner business due to their expertise and tool specialization. Especially new distribution regions such as Asia and Europe are emerging with a number of larger partners.

Versions used

n=32



Phocas offers pre-built solutions and an easy-to-use, self-service tool that enables non-technical users to view and build dashboards, or work in a spreadsheet-style environment when more detail and analytical capability is required. The product provides flexible analysis for business users who can administer the tool themselves.

Based on HTML5 and Java, Phocas has a simple, but modern design and can be accessed by any device with a web browser. The web application is available on-premises or in the cloud on Microsoft IIS, provided by Phocas, or in a private cloud.

Phocas also provides a CRM, rebates and financial statements tools. The CRM application combines the analytical capabilities of Phocas BI with operational processes for sales and marketing (e.g., contact or campaign management).

Phocas customer responses

This year we had survey responses from 32 Phocas users. At the time of the survey, 50 percent of them were using version 7, 45 percent version 8 and the remaining 5 percent were still running version 6.

Introduction



THE BI SURVEY 19

The BI Survey 19 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2019. In total, 3,021 people responded to the survey with 2,477 answering a series of detailed questions about their use of a named product. Altogether, 36 products (or groups of products) are analyzed in detail.

The BI Survey 19 examines user feedback on BI product selection and usage across 34 criteria (KPIs) including business benefits, project success, business value, recommendation, customer satisfaction, customer experience, innovation and competitiveness.

This document contains just a selection of the headline findings for Phocas. 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](#).



User and Use Case Demographics

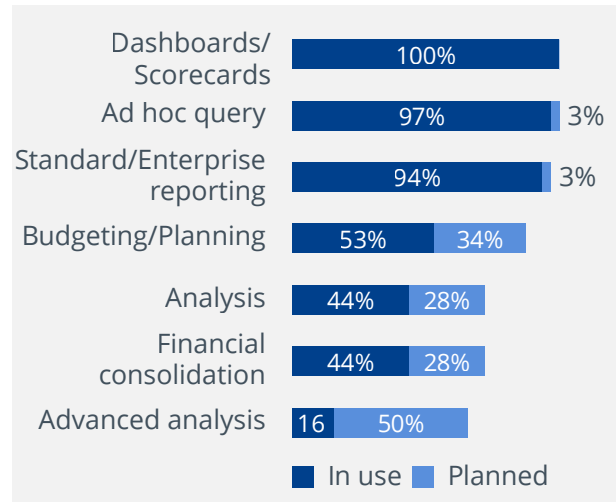
BARC Comment

Phocas is used for dashboarding by all the users responding to this year's BI Survey. Many also use it for ad hoc query (97 percent) and enterprise reporting (94 percent). Only a few customers perform advanced analytics with Phocas due to its limited capabilities in this area. Nevertheless, many plan to utilize the tool for advanced analytics in the future. The breadth of current and planned use speaks to the maturity and flexibility of Phocas.

Phocas concentrates on mid-market businesses, so it is no surprise that 72 percent of customers are in the 100 to 2500 employees bracket. Its penetration rate is quite high: an average of 28 percent of employees use the product, comfortably above the survey average of 18 percent. This is a positive reflection on the tool's versatility, ease of use and applicability to multiple horizontal business functions.

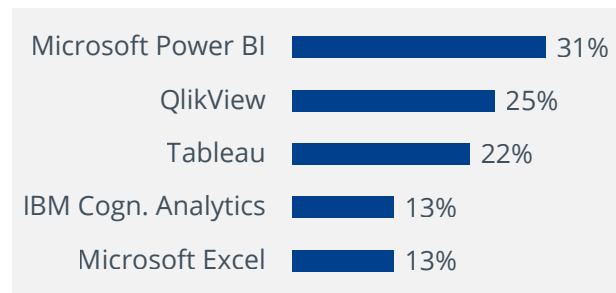
Current vs. planned use

n=32



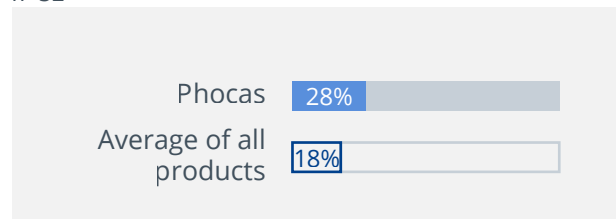
5 products most often evaluated in competition with Phocas

n=32



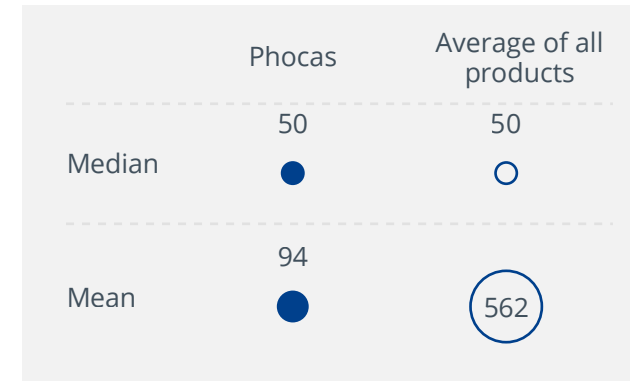
Percentage of employees using Phocas

n=32



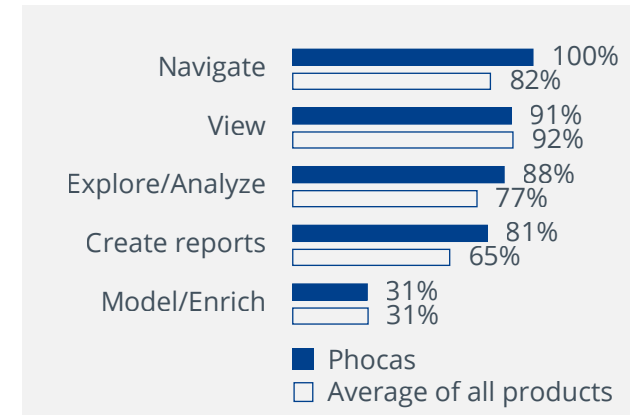
Number of users using Phocas

n=32



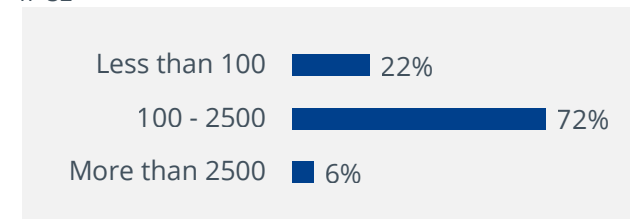
Tasks carried out with Phocas by business users

n=32



Company size (employees)

n=32





Peer Groups and KPIs

The KPIs

The BI Survey 19 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 BI Survey.
- Only products with samples of at least 20 - 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 following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 25-30% of products listed in the chart.

Peer Group Classification

The BI Survey 19 features a range of different types of BI tools so we use peer groups to help identify competing products. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups have been defined by BARC analysts using their experience and judgment, with segmentation based on two key factors:

1. Usage scenario - functional peer groups are mainly data-driven and based on how customers say they use the product.
2. Regional focus - is the vendor a large international vendor with a truly global presence or does it focus on a particular region? We also take into account the location of BI Survey respondents.

Phocas features in the following peer groups:

- Ad hoc reporting-focused products
- Data discovery-focused products
- Americas-focused vendors

Peer Groups Overview

[Large global enterprise BI platforms](#)

Includes products equipped with functionality for enterprise deployments that focus on a broad range of BI use cases.

[Dashboarding-focused products](#)

Includes products that focus on creating advanced and highly sophisticated dashboards.

[Ad hoc reporting-focused products](#)

Includes products that focus on self-service reporting and ad hoc analysis.

[OLAP analysis-focused products](#)

Includes products that focus on analysis in dimensional and hierarchical data models.

[Data discovery-focused products](#)

Includes products that focus on visual data discovery and advanced data visualization.

[Integrated performance management products](#)

Includes products that provide integrated functionality for BI and performance management, especially planning and budgeting.

[Large international BI vendors](#)

Includes products from companies with annual revenues of \$200m+ and a truly international reach.

[EMEA-focused vendors](#)

Includes products from vendors that have a significant presence in - and focus on - the EMEA region.

[Americas-focused vendors](#)

Includes products from vendors that have a significant presence in - and focus on - the Americas region.

[Embedded analytics-focused products](#)

Includes reporting and analytics products that can be embedded in other business applications.

Business benefits

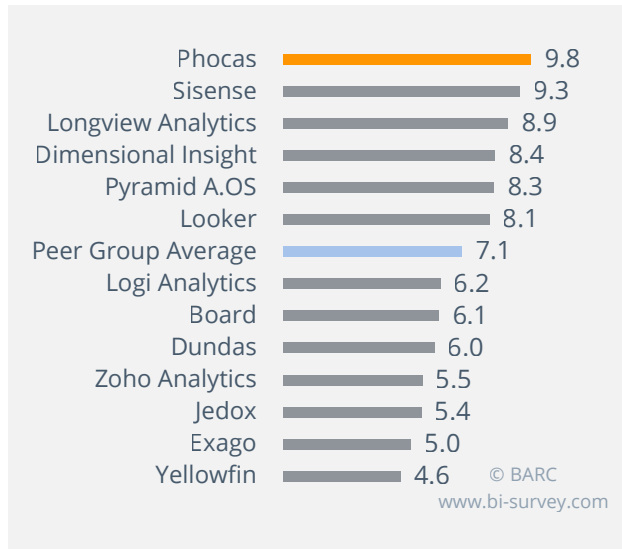


This KPI is based on the achievement level of a variety of business benefits.

Business benefits – Top-ranked



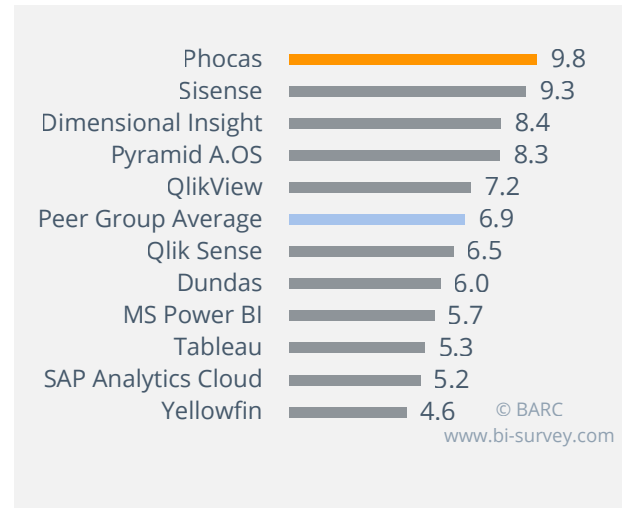
Peer group: Americas-focused vendors



Business benefits – Top-ranked



Peer group: Data discovery-focused products



Business benefits

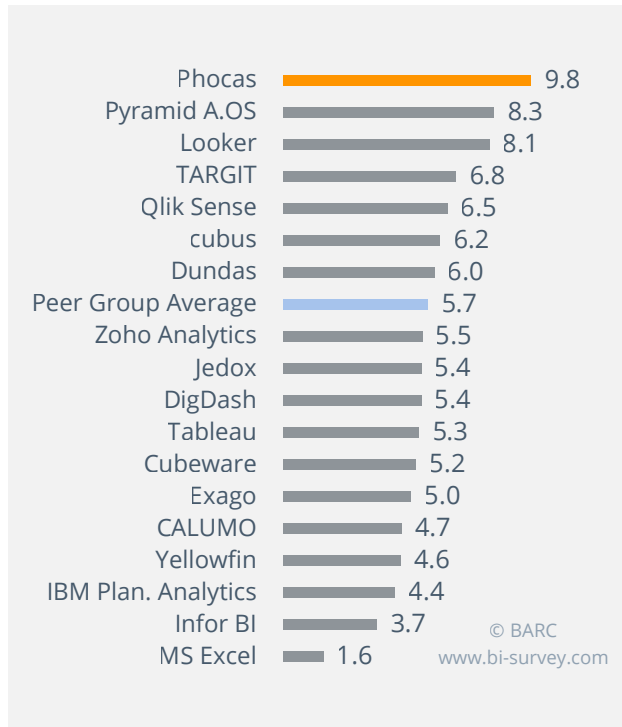


Phocas is top-ranked in the 'Business benefits' KPI in all of its peer groups. Clients stated that, in particular, Phocas has helped them make better business decisions and take reporting and analysis to a more accurate and timely level. Targeting the business user and simplifying work with data via its easy-to-use interface, Phocas is a comprehensive solution that offers interesting navigation and analysis capabilities based on prepared data sets, especially for casual users from business departments. According to survey feedback, current customers and prospects can expect a number of business benefits including faster reporting; better business decision-making; improved data quality, operational efficiency and employee satisfaction; and reduced costs among others.

Business benefits – Top-ranked

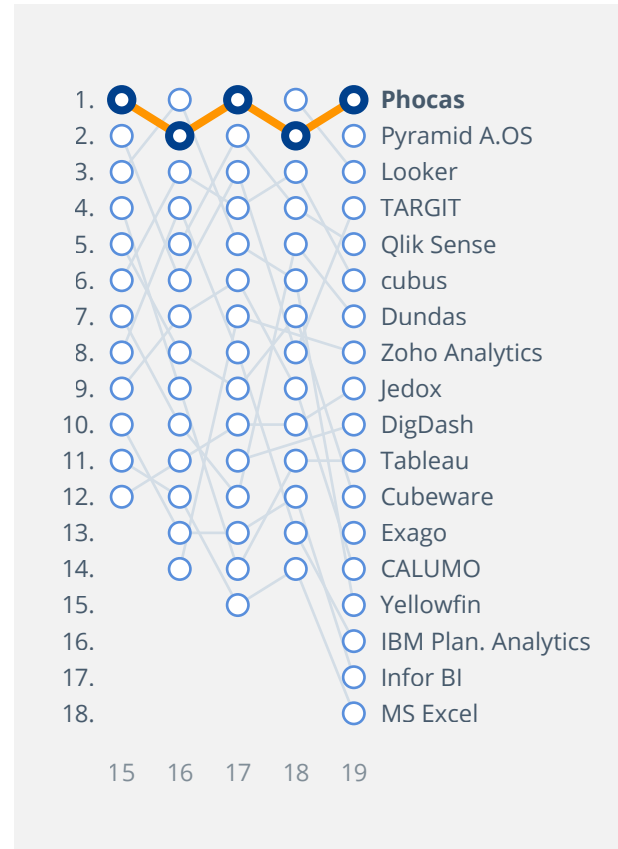


Peer group: Ad hoc reporting-focused products



Consistently outstanding in business benefits

Peer group: Ad hoc reporting-focused products



Business benefits



Project success

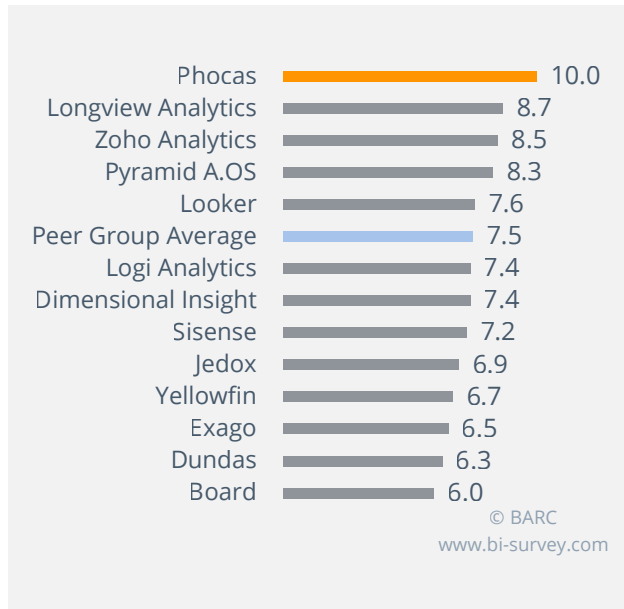


This KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.

Project success – Top-ranked



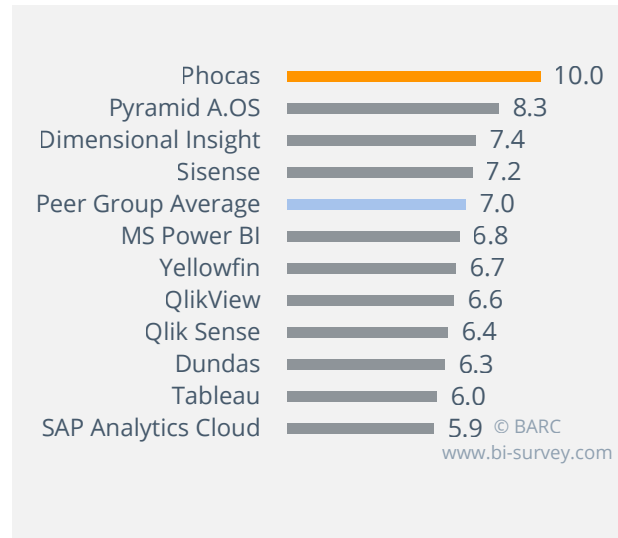
Peer group: Americas-focused vendors



Project success – Top-ranked



Peer group: Data discovery-focused products



Project success



Consistently top-ranked in project success

Peer group: Americas-focused vendors

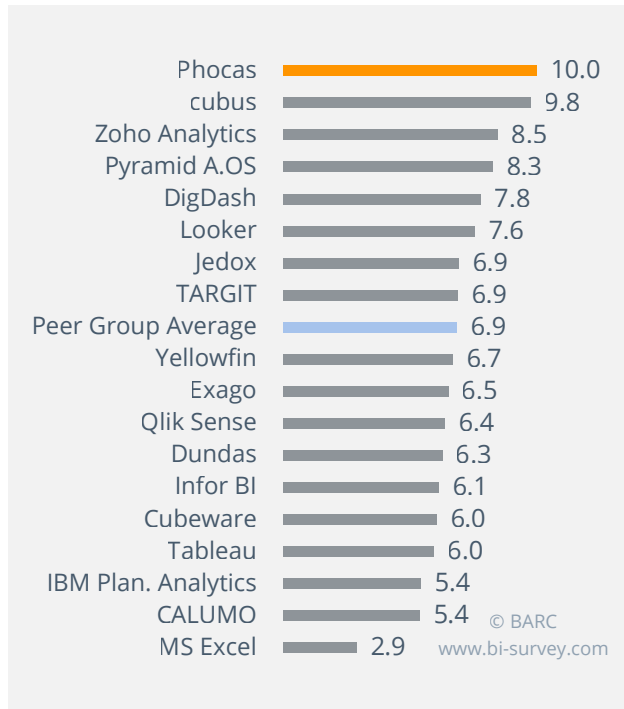


For the third year in a row, Phocas is top-ranked in the 'Project success' KPI in the 'Data discovery-focused products', 'Ad hoc reporting-focused products' and 'Americas-focused vendors' peer groups. Customers are particularly satisfied with the implementation of technical and business aspects of the software as well as the frequency with which projects are completed within budget. By focusing on industry-specific operational systems such as Epicor, the provider brings unique know-how to the table.

Project success – Top-ranked

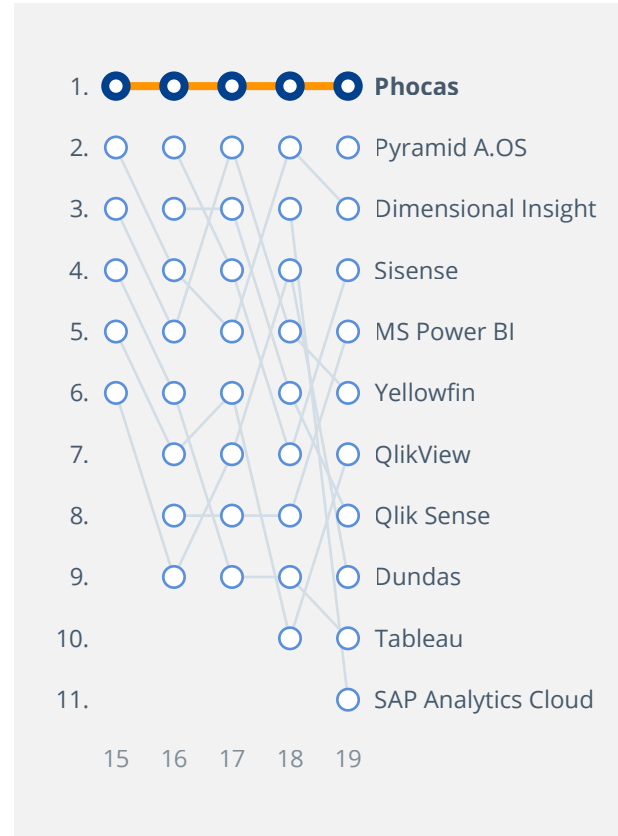


Peer group: Ad hoc reporting-focused products



Consistently top-ranked in project success

Peer group: Data discovery-focused products

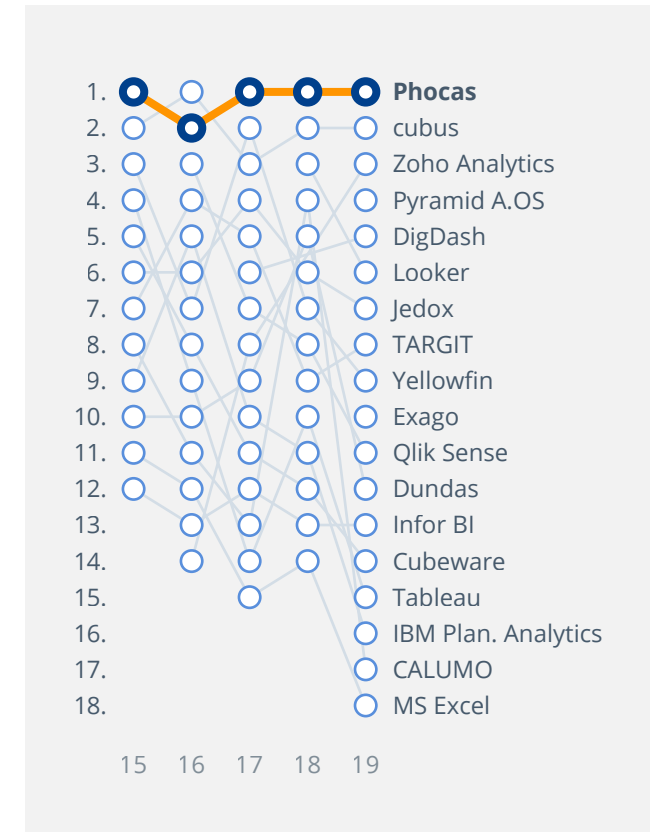


Project success

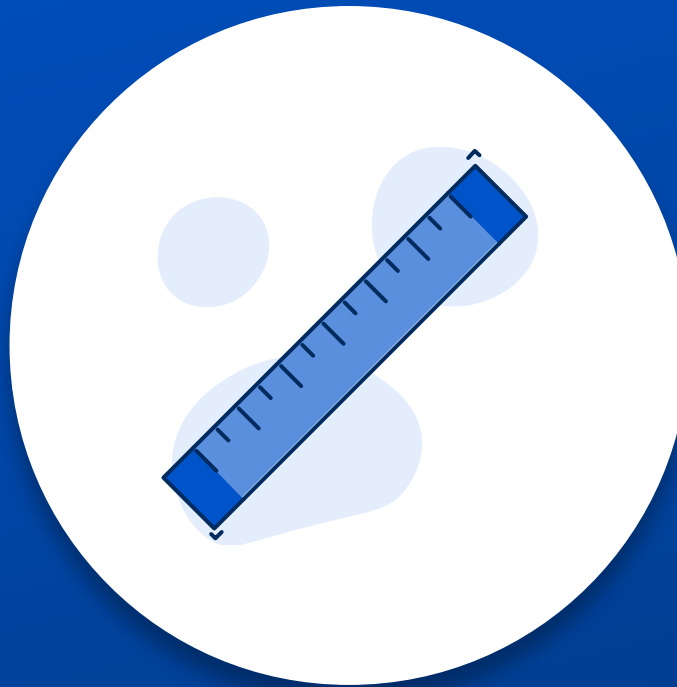


Consistently top-ranked in project success

Peer group: Ad hoc reporting-focused products



Project length

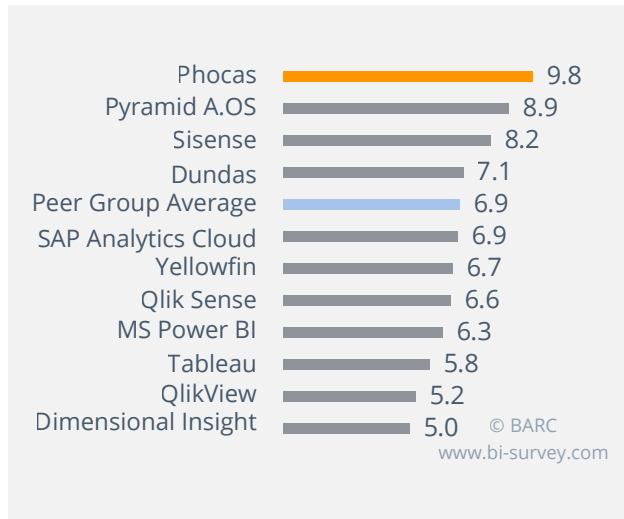


This KPI is based on how quickly the product is implemented.

Project length – Top-ranked



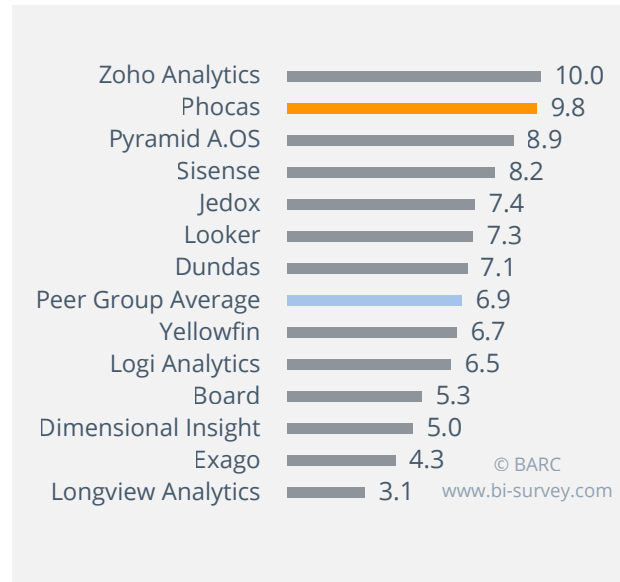
Peer group: Data discovery-focused products



Project length – Leader



Peer group: Americas-focused vendors



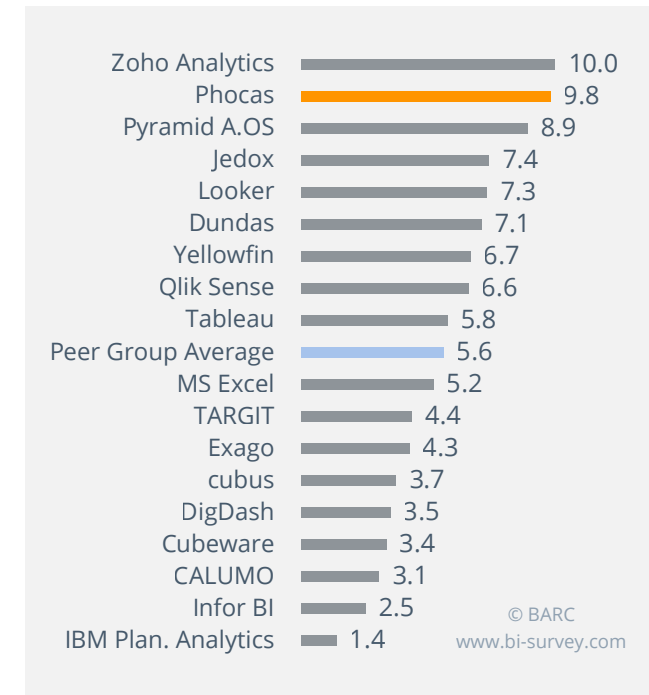
Project length



Project length – Leader



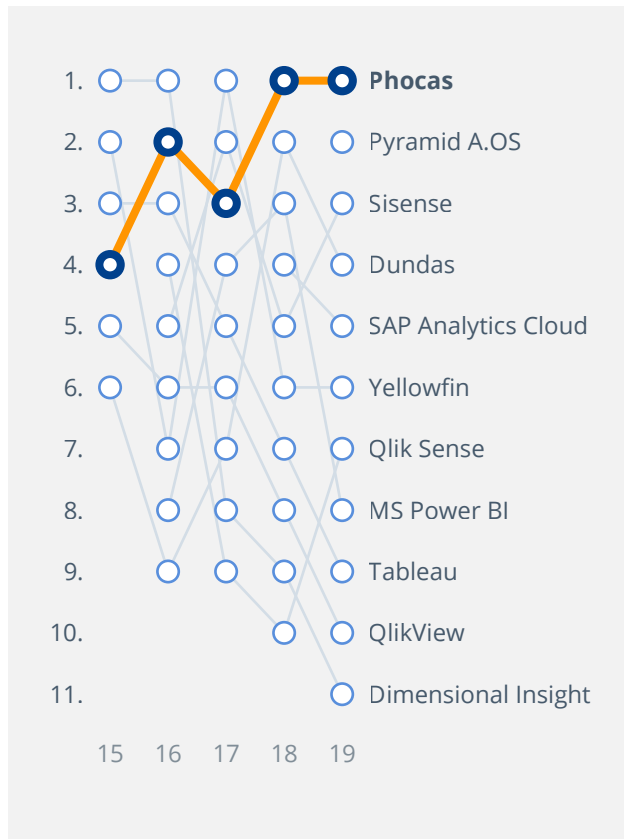
Peer group: Ad hoc reporting-focused products



Phocas customers indicated an average implementation time of approximately eight weeks in this year's BI Survey. This puts the vendor top of the 'Data discovery-focused products' peer group and in second place in the overall ranking of all products in The BI Survey 19. By focusing on the retail, manufacturing and wholesale distribution verticals, customers are assisted by a strong consulting team with expertise in their industries. They also benefit from predefined, out-of-the-box content for certain verticals, which leads to rapid implementation and fast ROI.

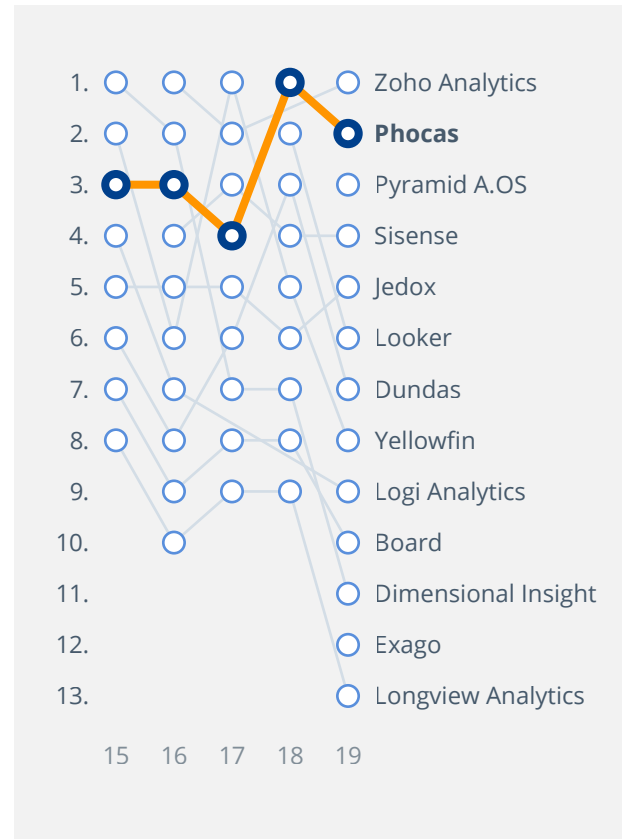
Improved in project length

Peer group: Data discovery-focused products



Consistently outstanding in project length

Peer group: Americas-focused vendors



Project length



Business value

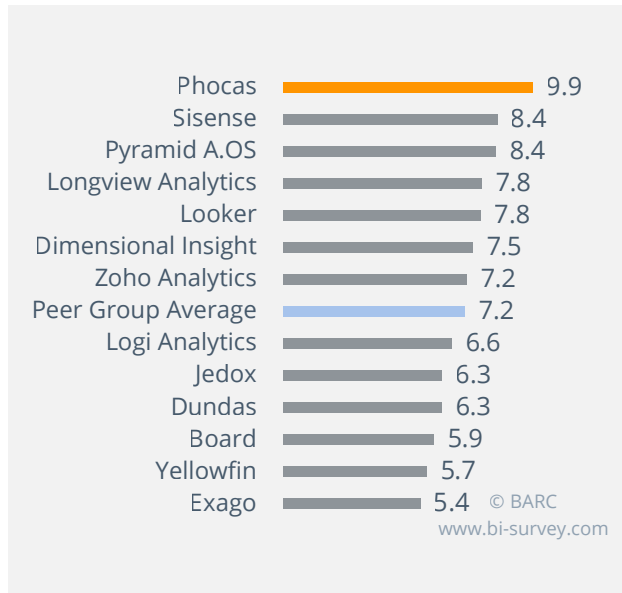


This KPI combines the 'Business benefits', 'Project success' and 'Project length' KPIs.

Business value – Top-ranked



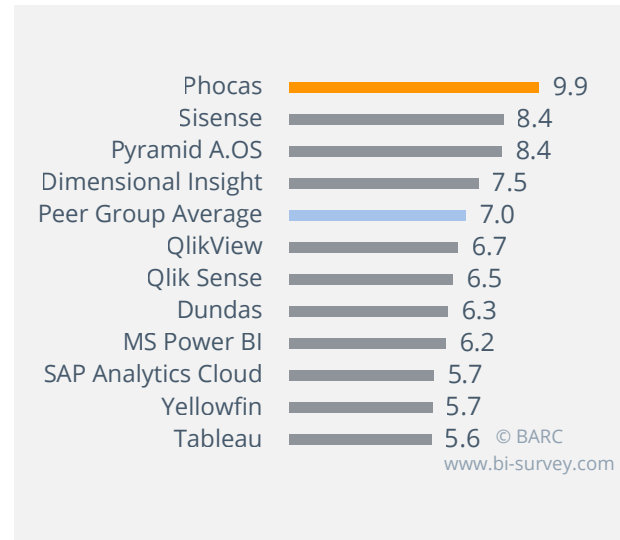
Peer group: Americas-focused vendors



Business value – Top-ranked



Peer group: Data discovery-focused products

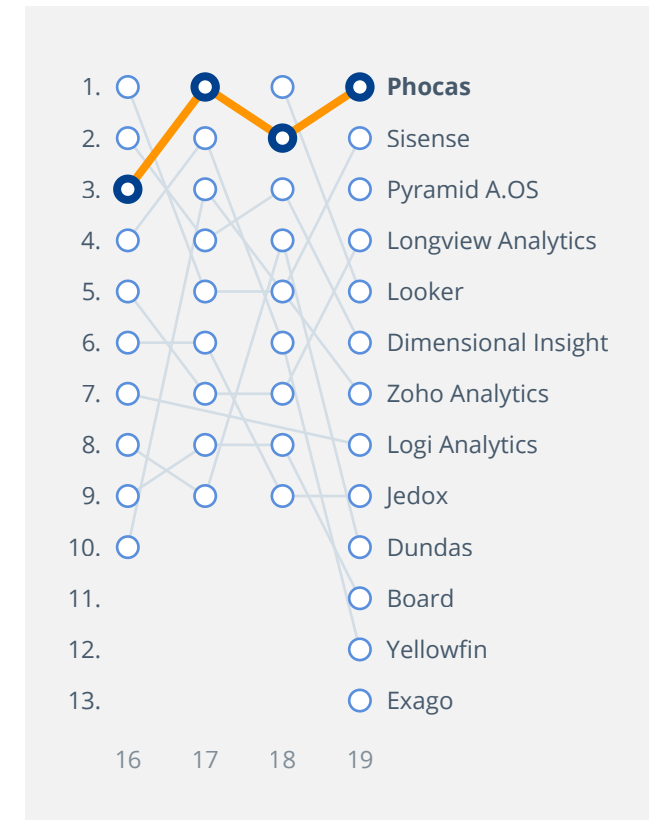


Business value



Consistently outstanding in business value

Peer group: Americas-focused vendors

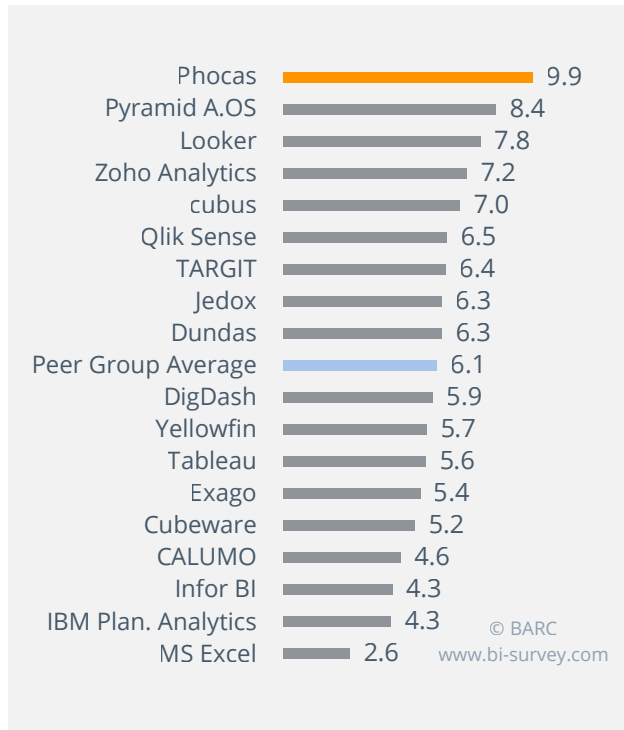


Phocas is top-ranked for 'Business value' in all its peer groups in this year's BI Survey. The vendor is familiar with its customers' business and has experience in its core industries. Phocas customers say they achieve good implementation times and fast results. According to the survey results, the main benefits achieved include improved business decision-making, data quality and customer satisfaction as well as more efficient processes and results in BI-specific exercises.

Business value – Top-ranked

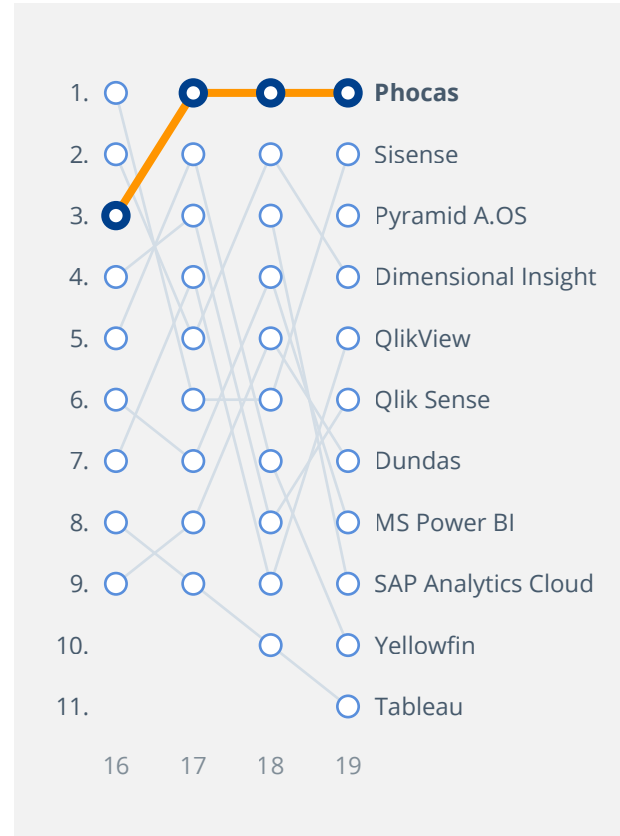


Peer group: Ad hoc reporting-focused products



Consistently outstanding in business value

Peer group: Data discovery-focused products

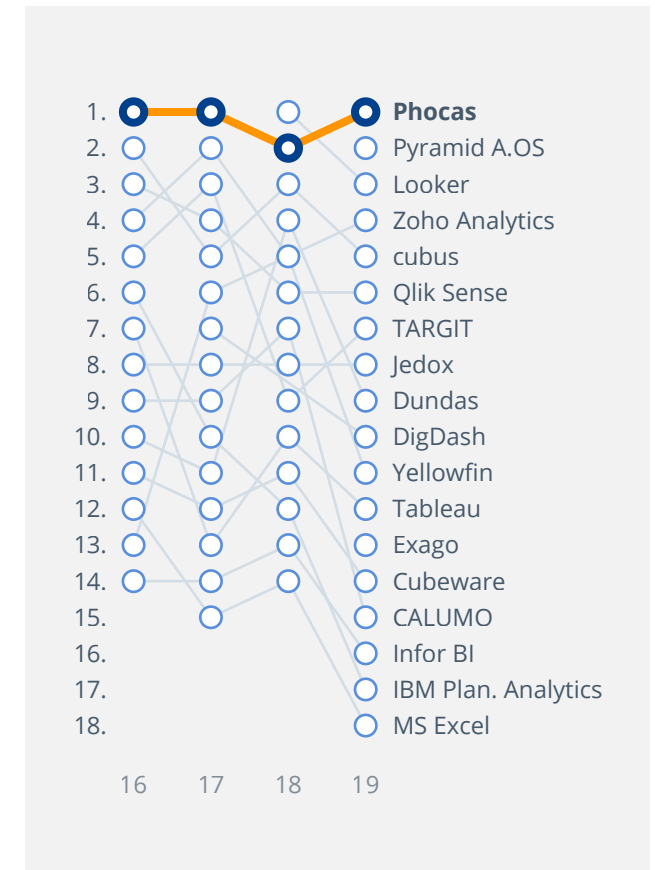


Business value



Consistently outstanding in business value

Peer group: Ad hoc reporting-focused products



Price-to-value

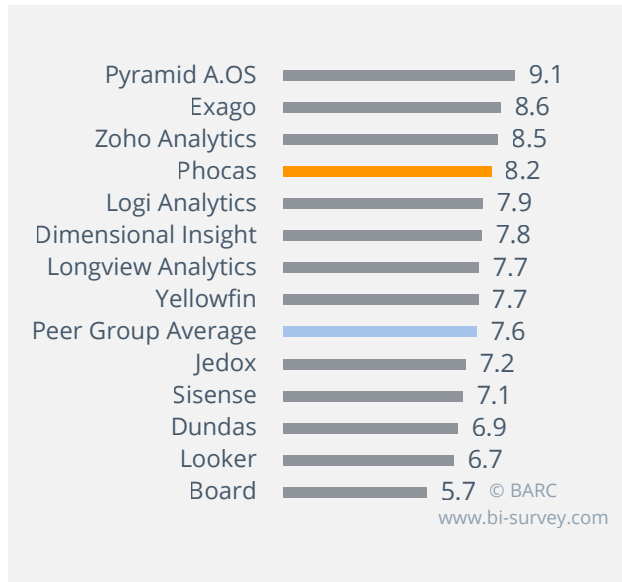


This KPI is based on how users rate their BI tool in terms of price-to-value.

Price-to-value – Leader



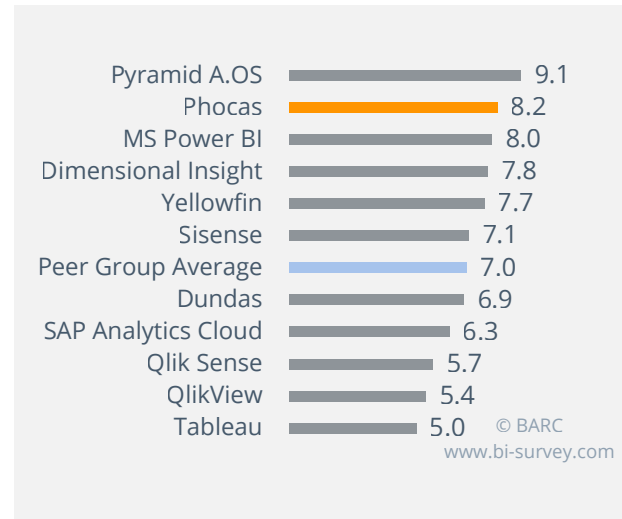
Peer group: Americas-focused vendors



Price-to-value – Leader



Peer group: Data discovery-focused products



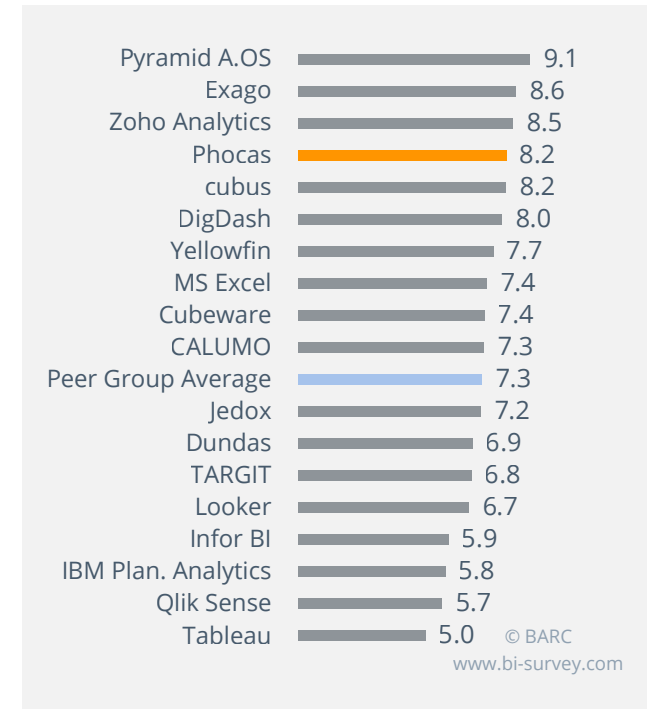
Price-to-value



Price-to-value – Leader



Peer group: Ad hoc reporting-focused products



Phocas has a subscription-based licensing model. In order to better adapt to customer needs, the provider has recently added a second type of license: the viewer license. This permits the viewing of dashboards and email reports and is the perfect solution for those who merely consume information rather than produce it. Due to its well-tailored range of functions and flexible licensing structure, customers consider the price-performance ratio of Phocas to be very attractive.

Recommendation

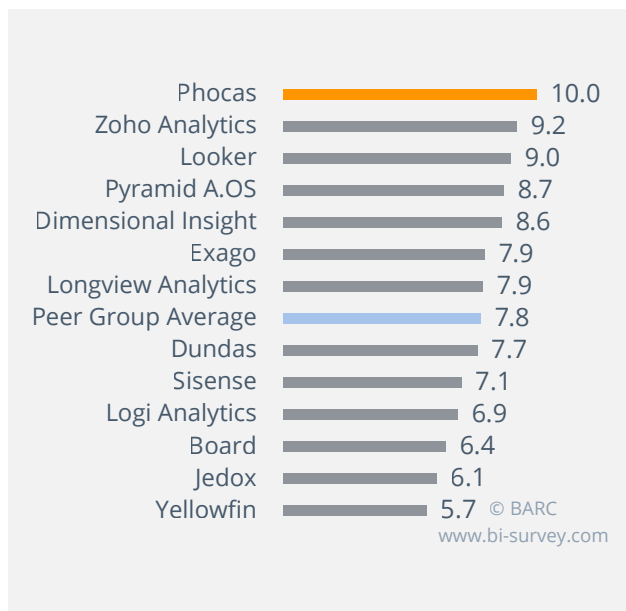


This KPI is based on the proportion of users that say they would recommend the product to others.

Recommendation – Top-ranked



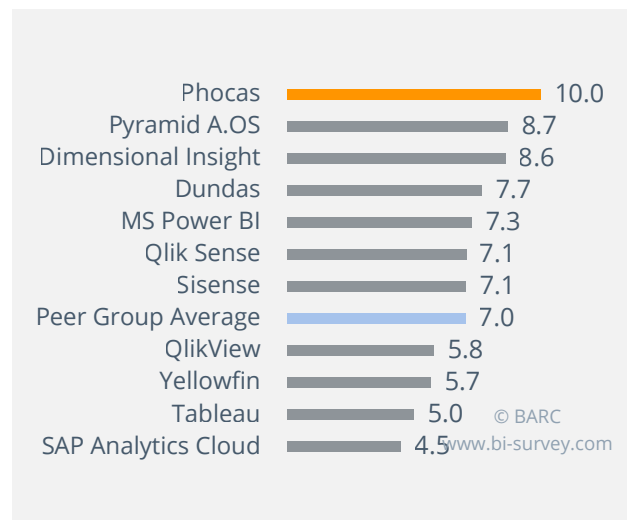
Peer group: Americas-focused vendors



Recommendation – Top-ranked



Peer group: Data discovery-focused products



Recommendation



Consistently top-ranked in recommendation

Peer group: Americas-focused vendors

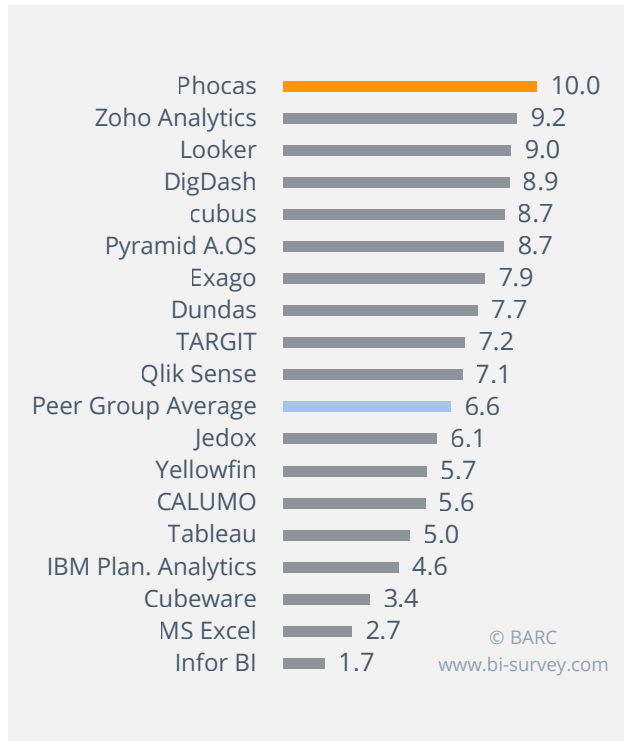


For the last five years, Phocas has been the top-ranked vendor for 'Recommendation' in the 'Data discovery-focused products', 'Ad hoc reporting-focused products' and 'Americas-focused vendors' peer groups. In the highly competitive business intelligence software market, these results are particularly astonishing. A constantly high recommendation rate demonstrates a vendor's ability to adapt its software development to customers' needs.

Recommendation – Top-ranked

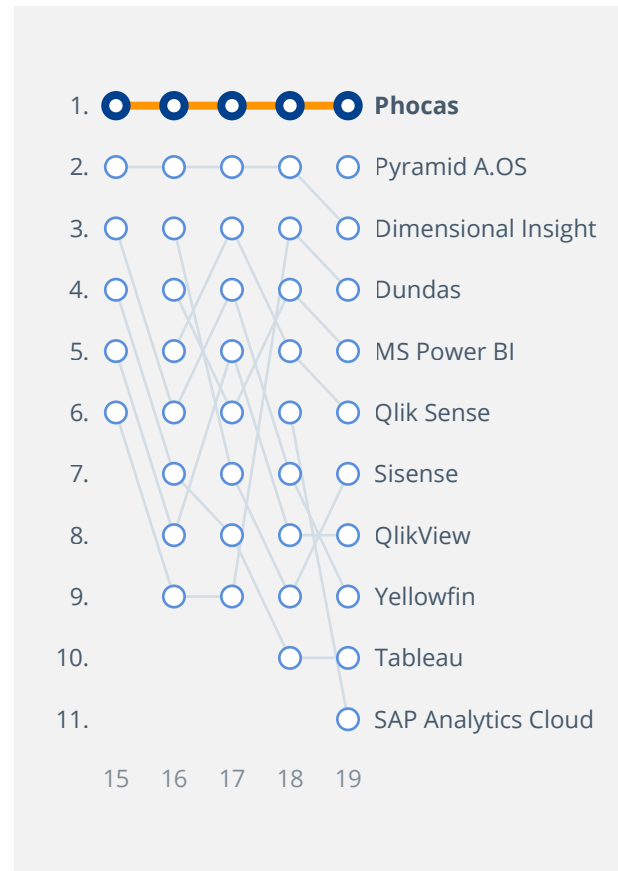


Peer group: Ad hoc reporting-focused products



Consistently top-ranked in recommendation

Peer group: Data discovery-focused products

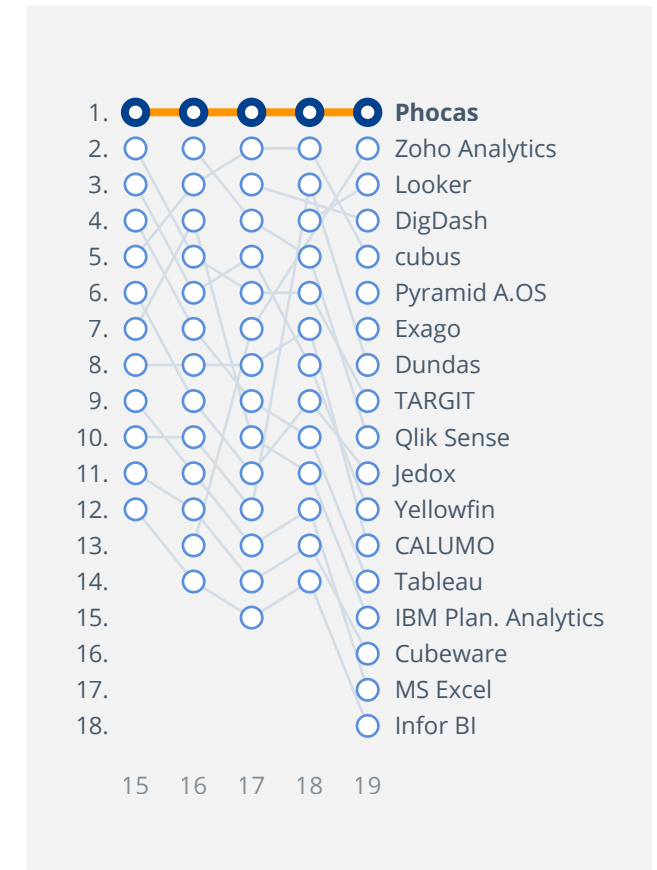


Recommendation



Consistently top-ranked in recommendation

Peer group: Ad hoc reporting-focused products



Vendor support

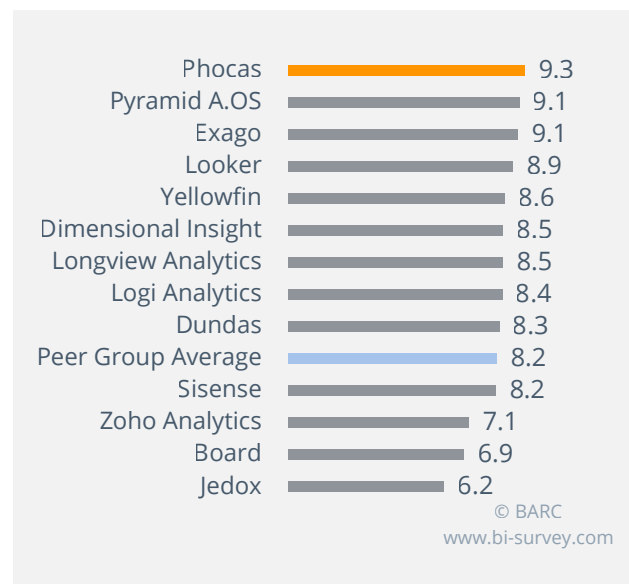


This KPI measures user satisfaction with the level of vendor support provided for the product.

Vendor support – Top-ranked



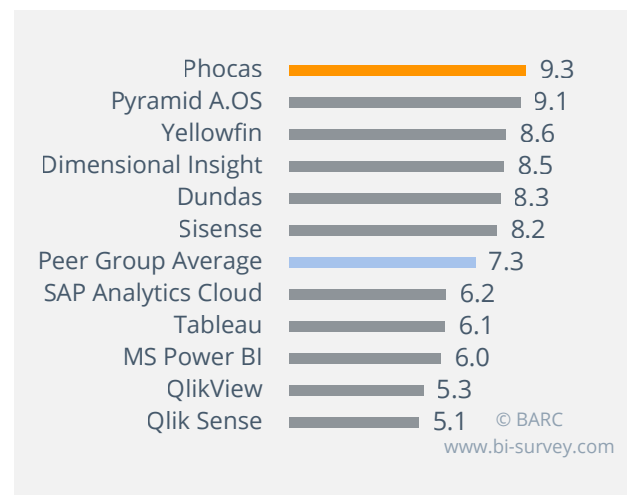
Peer group: Americas-focused vendors



Vendor support – Top-ranked



Peer group: Data discovery-focused products



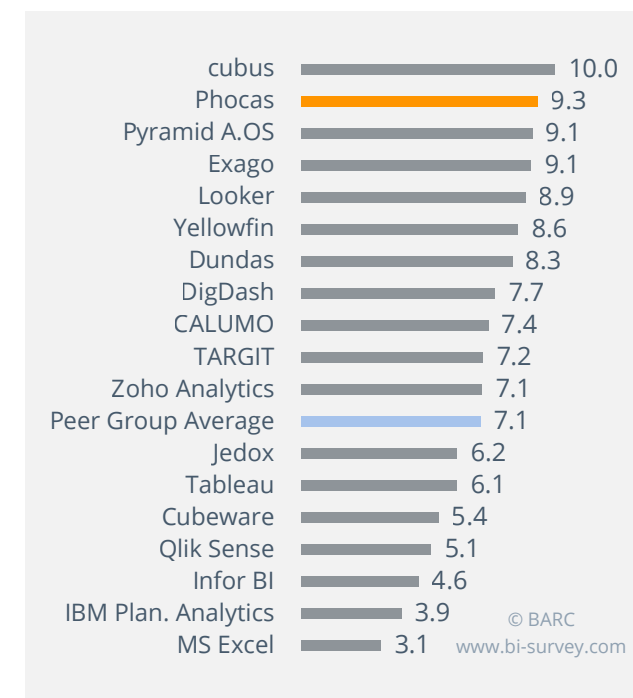
Vendor support



Vendor support – Leader



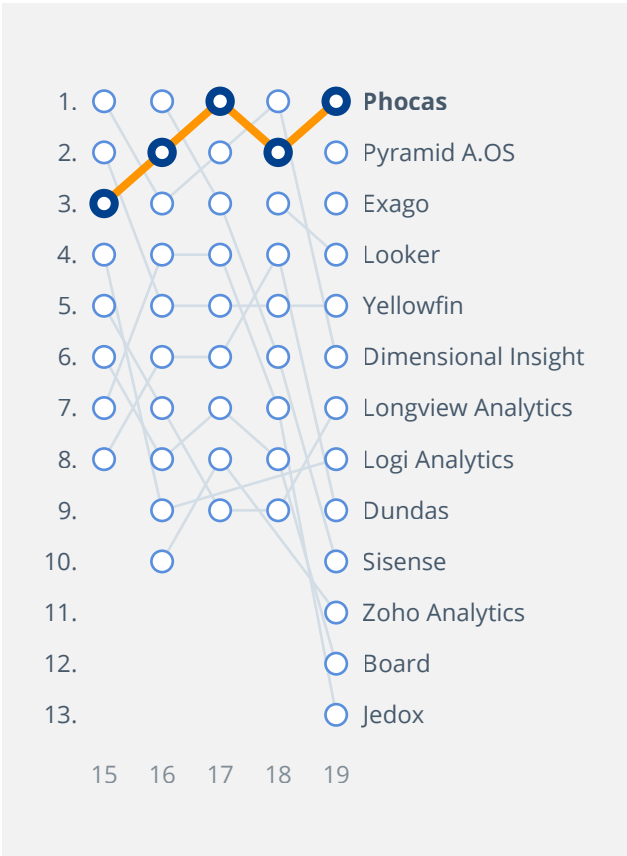
Peer group: Ad hoc reporting-focused products



Phocas has steadily improved its 'Vendor support' rating in recent years and now occupies top spot in the 'Data discovery-focused products' and 'Americas-focused vendors' peer groups. It has also been among the leaders in the 'Ad hoc reporting-focused products' peer group. Besides its training and support services, which are included in the subscription pricing, Phocas offers webinars, topical eBooks and an online community where users can share knowledge, ask questions and find new ways to get more value from Phocas software. Via these channels, the vendor addresses everyday business challenges as well as reviewing and explaining trends and innovations.

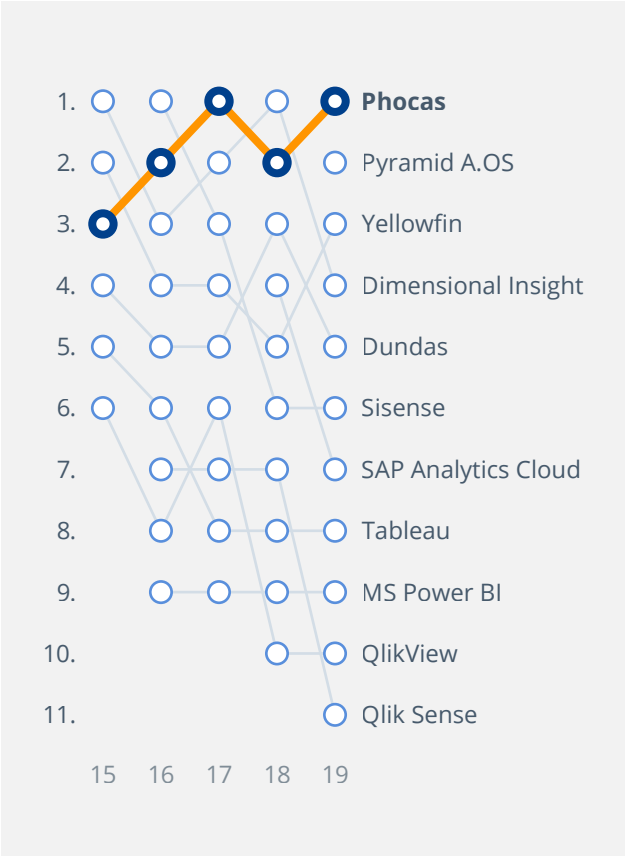
Consistently outstanding in vendor support

Peer group: Americas-focused vendors



Consistently outstanding in vendor support

Peer group: Data discovery-focused products

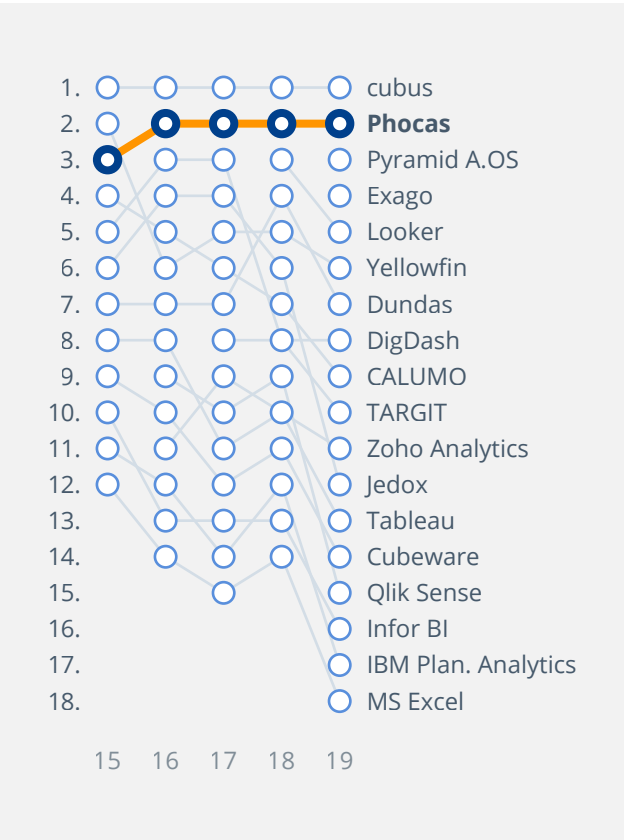


Vendor support



Consistently outstanding in vendor support

Peer group: Ad hoc reporting-focused products



Implementer support

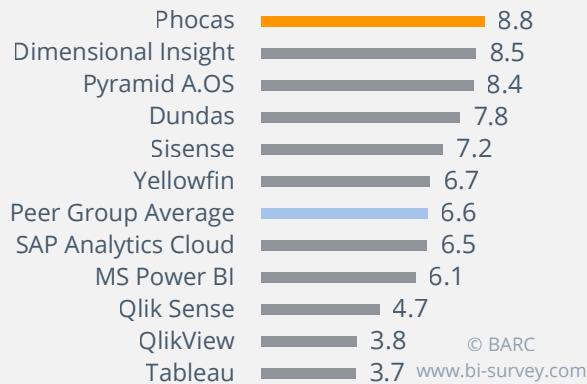


This KPI measures user satisfaction with the level of the implementer's support for the product.

Implementer support – Top-ranked



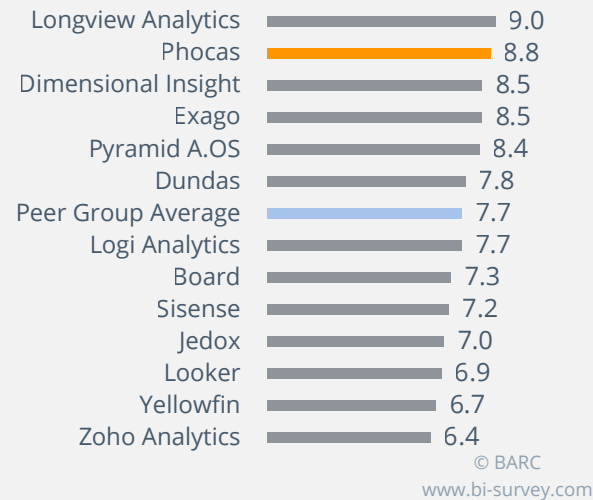
Peer group: Data discovery-focused products



Implementer support –Leader



Peer group: Americas-focused vendors



Implementer support

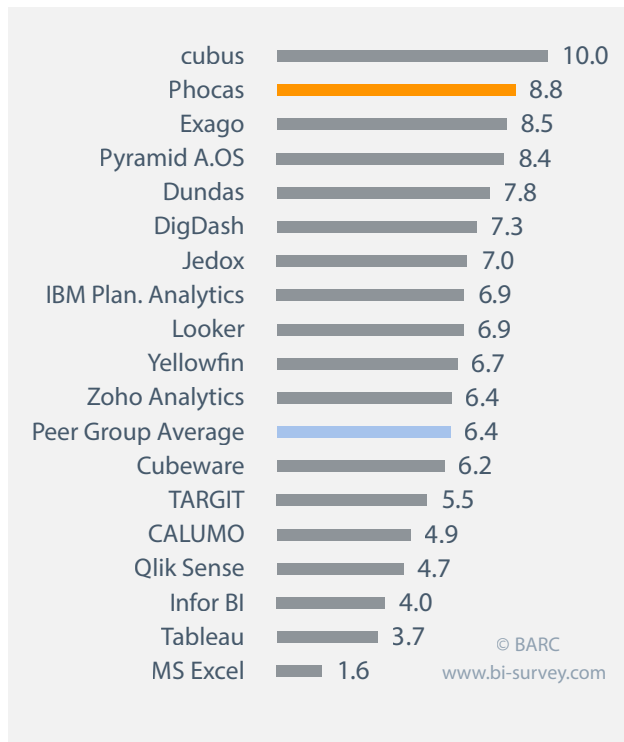


According to clients, Phocas consultants generate a very good sales experience thanks to their high degree of expertise in the retail, manufacturing and wholesale sectors. Their experience and expertise means they are quick to familiarise themselves with each client's business and can respond to their individual needs. Customers regularly complete implementation projects on time and within budget. A high level of customer satisfaction with implementer support is evidenced by a strong rating for 'Implementer support' and also by impressive results in the 'Project length' and 'Project success' KPIs.

Implementer support – Leader



Peer group: Ad hoc reporting-focused products



Consistently outstanding in implementer support

Peer group: Data discovery-focused products



Implementer support



Product satisfaction

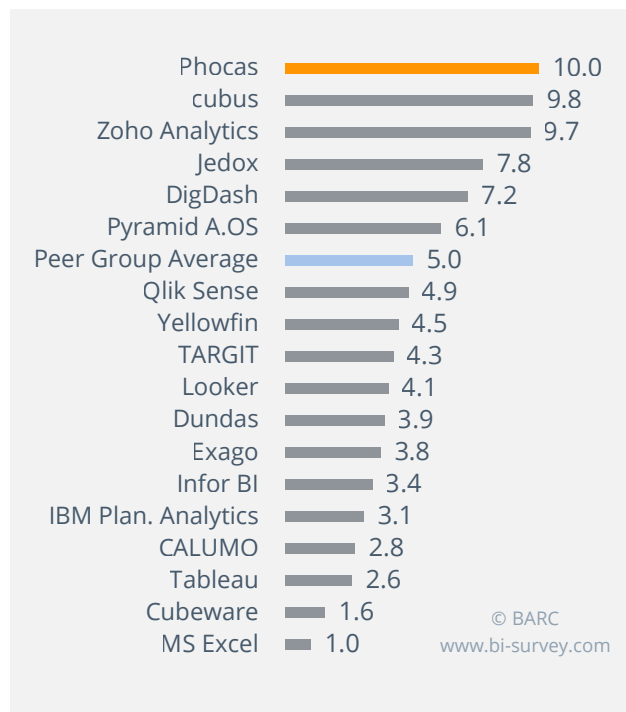


This KPI is based on the frequency of problems encountered with the product.

Product satisfaction – Top-ranked



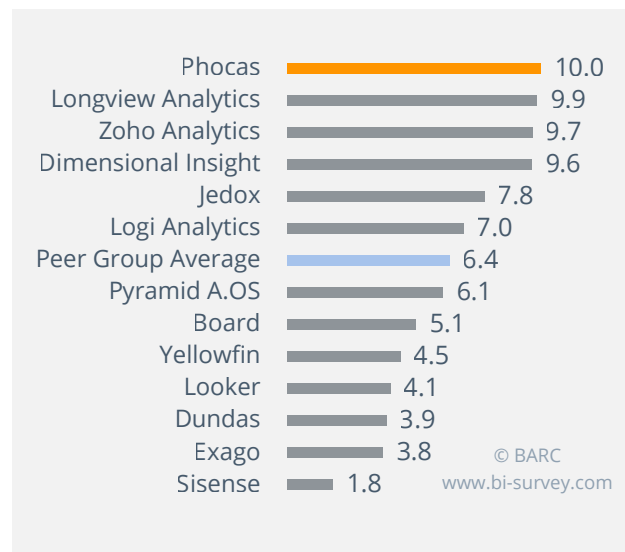
Peer group: Ad hoc reporting-focused products



Product satisfaction – Top-ranked



Peer group: Americas-focused vendors



Product satisfaction

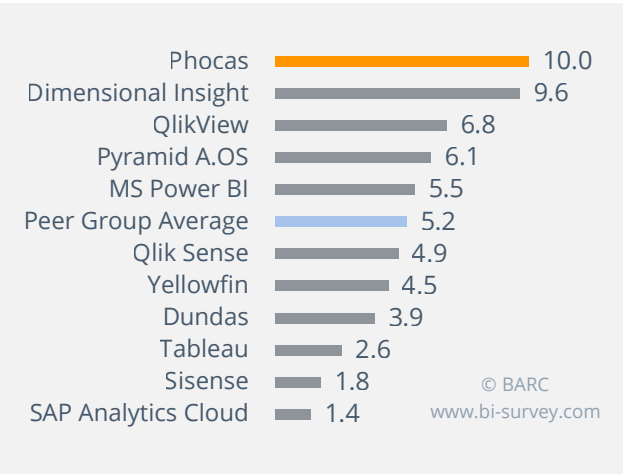


High product satisfaction indicates that Phocas customers experience very few product-related problems. In this year's BI Survey, Phocas stands out with the highest percentage of customers (81 percent) stating that they have no significant problems with the product. As a result, Phocas tops all its peer groups for the 'Product satisfaction' KPI, proving the product's stability, maturity and well-conceived design. While customers have different expectations of the availability and reliability of their BI product, these outstanding results show that Phocas customers are very satisfied with the product.

Product satisfaction – Top-ranked

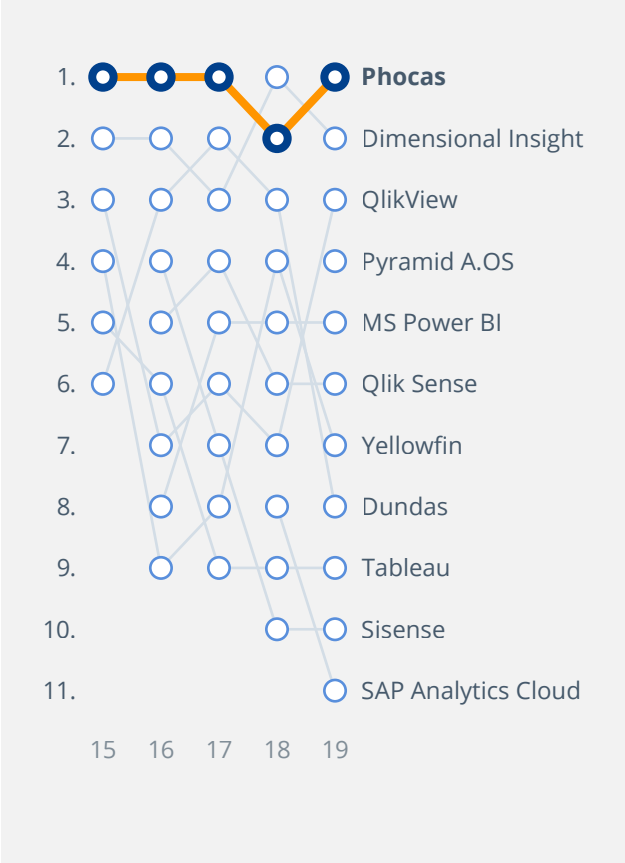


Peer group: Data discovery-focused products



Consistently outstanding in product satisfaction

Peer group: Data discovery-focused products



Product satisfaction



Customer satisfaction

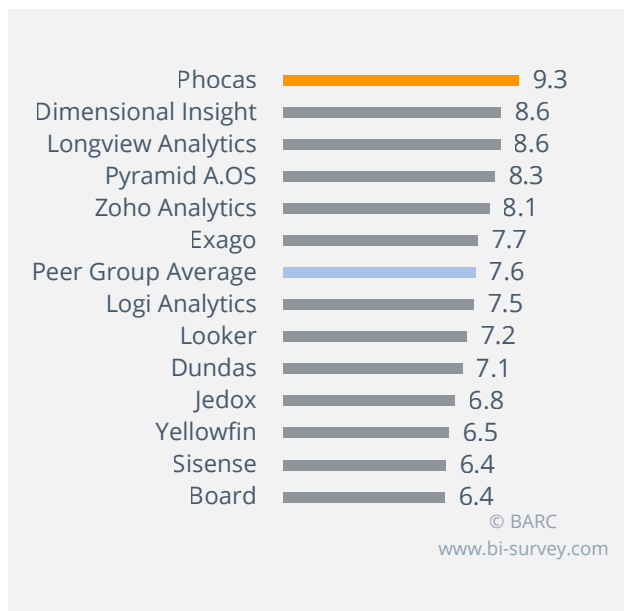


This KPI combines the 'Price-to-value', 'Recommendation', 'Vendor support', 'Implementer support' and 'Product satisfaction' KPIs.

Customer satisfaction – Top-ranked



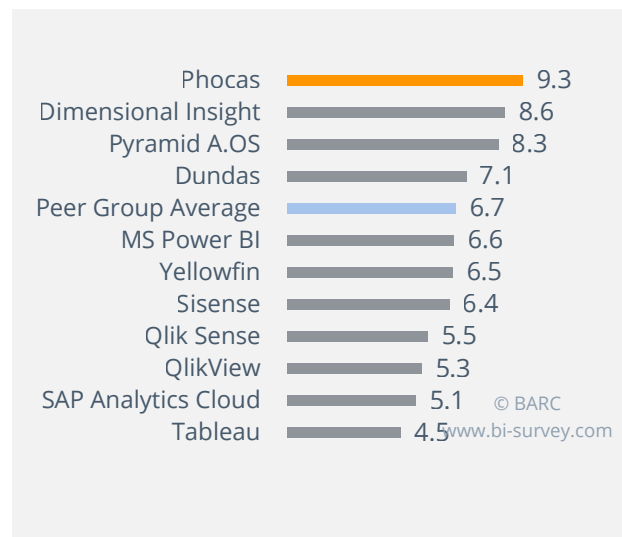
Peer group: Americas-focused vendors



Customer satisfaction – Top-ranked



Peer group: Data discovery-focused products



Customer satisfaction



Consistently outstanding in customer satisfaction

Peer group: Americas-focused vendors

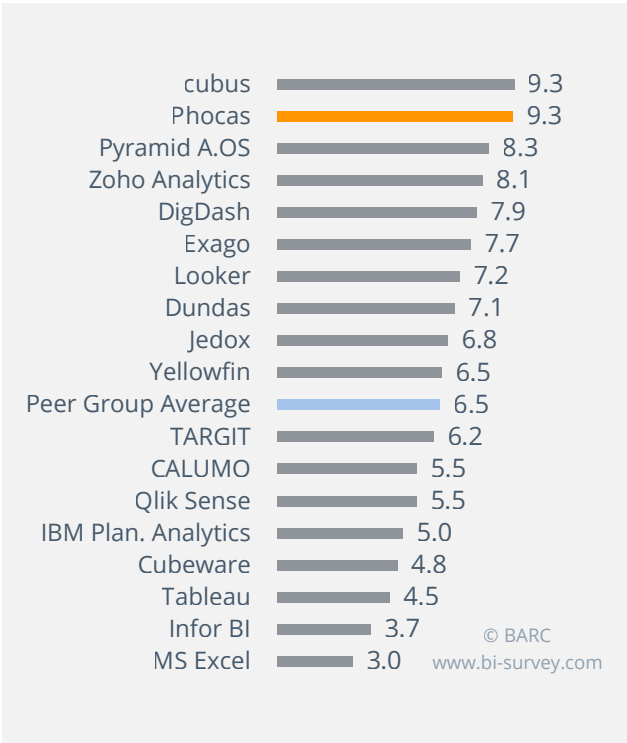


With impressive results in the 'Price-to-value', 'Recommendation', 'Vendor support', 'Implementer support' and 'Product satisfaction' KPIs, Phocas also scores highly in the aggregated 'Customer satisfaction' KPI. The vendor's high customer retention rate of 96 percent underlines the excellent customer experience it provides. A flexible licensing model, comprehensive support, experienced consultants, deep industry-specific knowledge and predefined content create a smooth user experience with few product-related problems and a high degree of customer and product satisfaction. Phocas is therefore the top-ranked vendor in the 'Data discovery-focused products' and 'Americas-focused vendors' peer groups and is among the leaders in the 'Ad hoc reporting-focused products' peer group.

Customer satisfaction – Leader

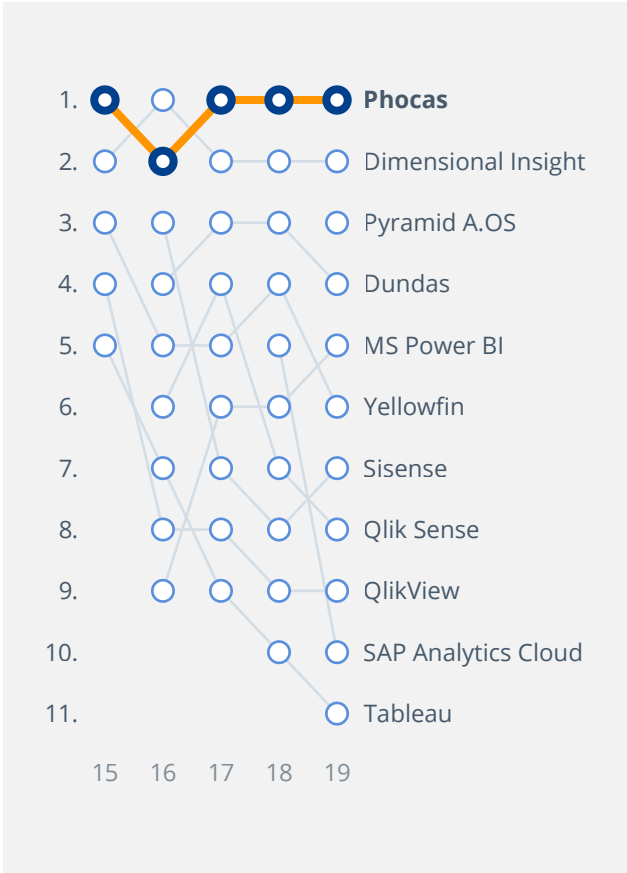


Peer group: Ad hoc reporting-focused products



Consistently outstanding in customer satisfaction

Peer group: Data discovery-focused products

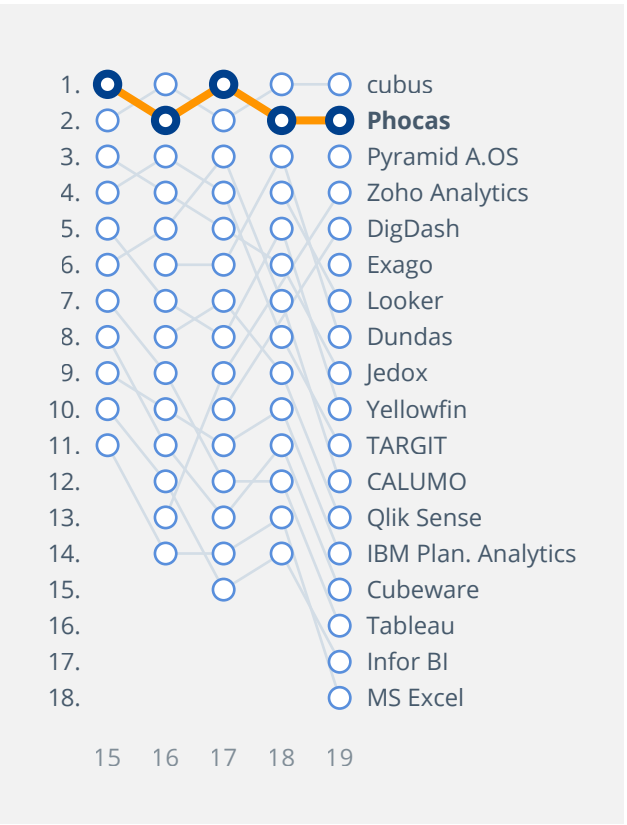


Customer satisfaction



Consistently outstanding in customer satisfaction

Peer group: Ad hoc reporting-focused products



Self-service



The 'Self-service' KPI is based on how many sites currently use self-service features with their BI tool.



Self-service



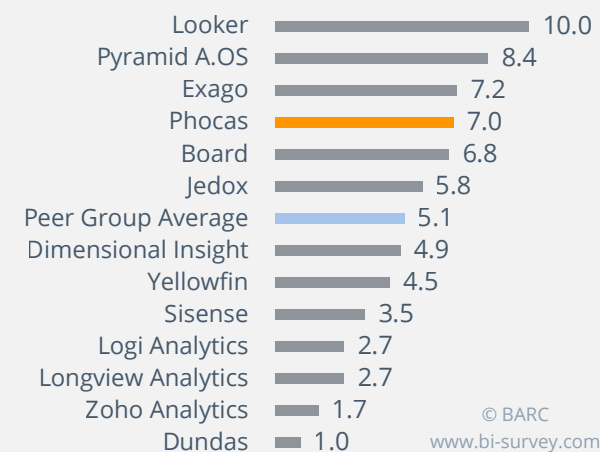
BARC Viewpoint

Self-service capabilities for business users are becoming increasingly important for BI systems to ensure the flexible and agile use of information. Phocas is built for the non-technical user. However, IT and advanced business users are involved in implementing the software and connecting it to the data sources. However, once the data is loaded and transformed, Phocas enables non-technical users to view and build dashboards, and to work in a tabular representation when more detail and analytical capability is required. With this functionality, Phocas emerges as a leader for 'Self-service' in the 'Americas-focused vendors' peer group in this year's BI Survey.

Self-service – Leader



Peer group: Americas-focused vendors



Ease of use

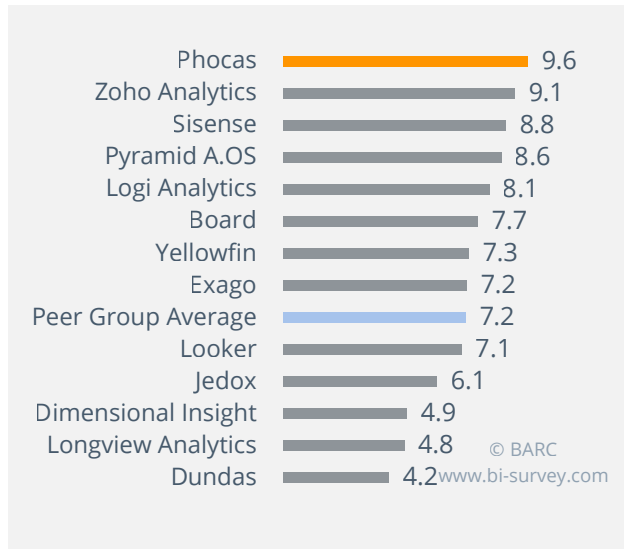


This KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

Ease of use – Top-ranked



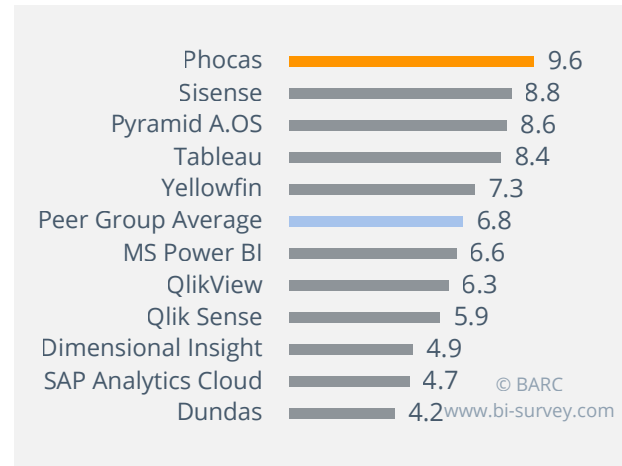
Peer group: Americas-focused vendors



Ease of use – Top-ranked



Peer group: Data discovery-focused products

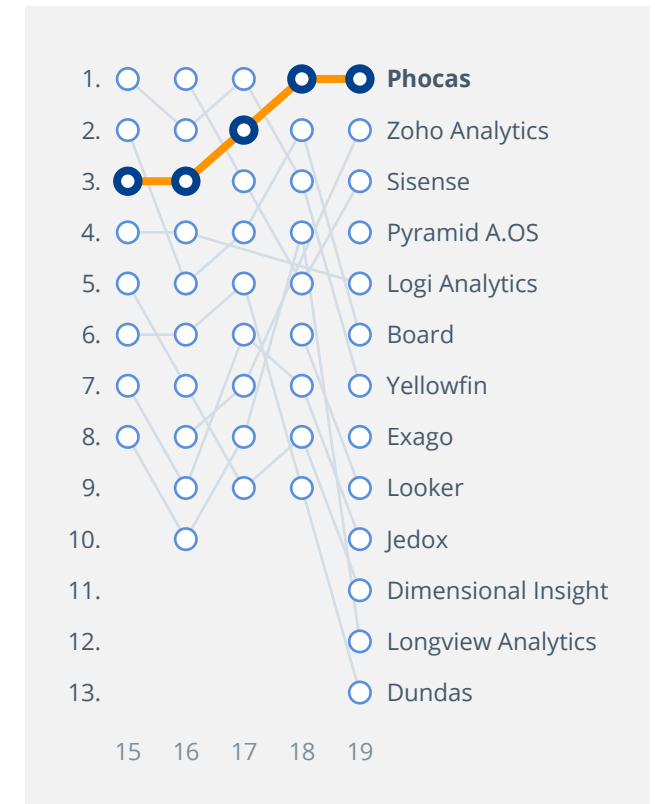


Ease of use



Improved in ease of use

Peer group: Americas-focused vendors

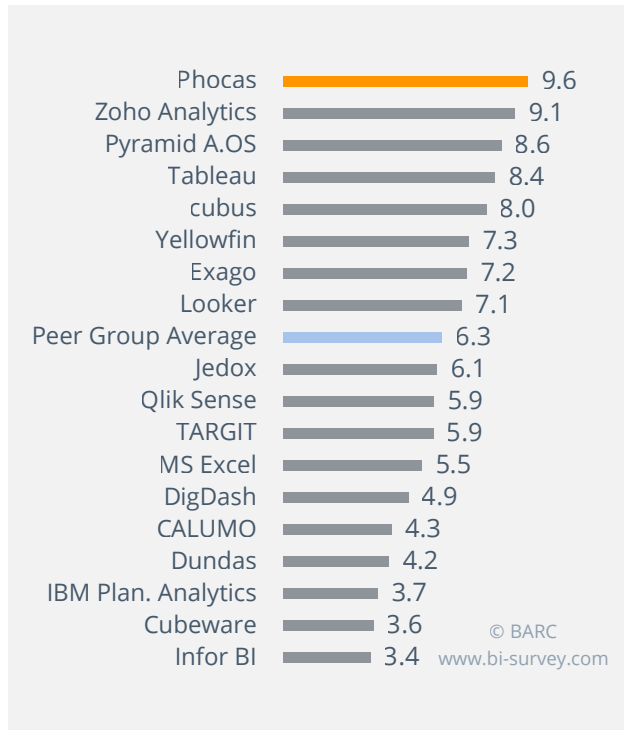


Phocas has steadily improved its ranking for 'Ease of use' in The BI Survey over the past few years. This year, it is top ranked in all three of its peer groups for the second time in a row. All BI vendors strive to make their tools as simple and easy to use as possible, so it is doubly impressive that Phocas takes the top spot across the board. According to the vendor, the software is tailored for business users and designed to be fast to deploy, simple to learn and easy to use. Phocas sees even inexperienced business users become proficient within a short space of time, building visualizations and dashboards, drilling down into deeper levels of data, filtering and even administering the tool. This illustrates the simplicity, intuitiveness and flexibility of the platform.

Ease of use – Top-ranked

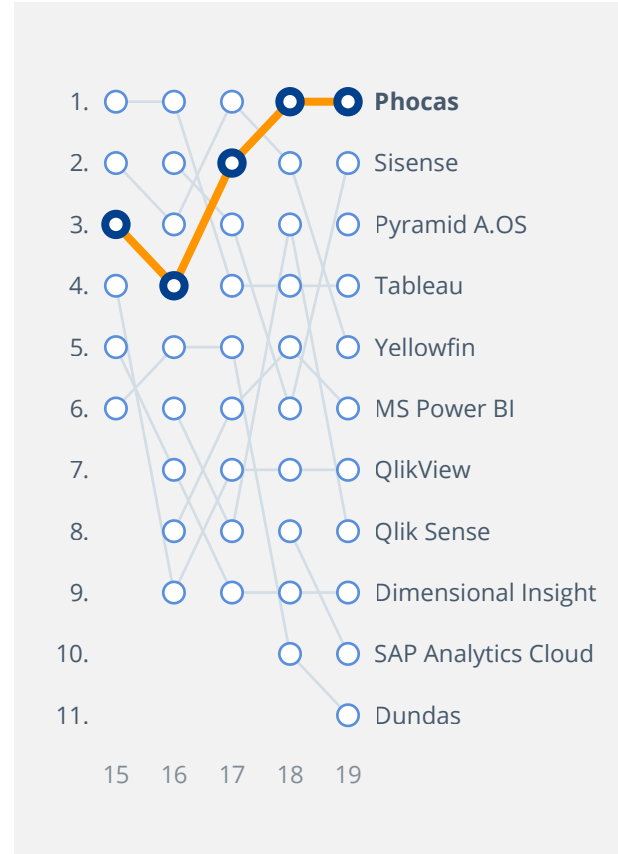


Peer group: Ad hoc reporting-focused products



Improved in ease of use

Peer group: Data discovery-focused products

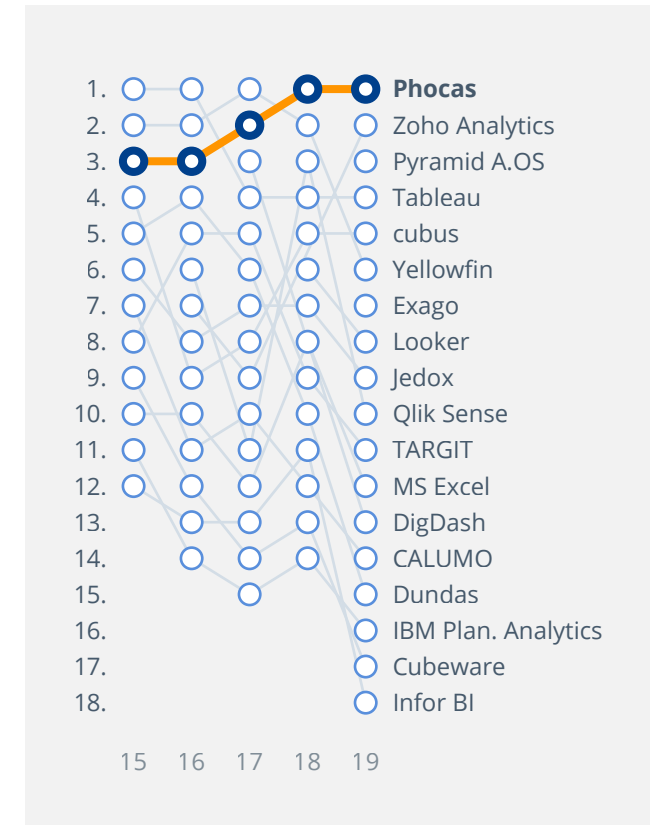


Ease of use



Improved in ease of use

Peer group: Ad hoc reporting-focused products



Sales experience

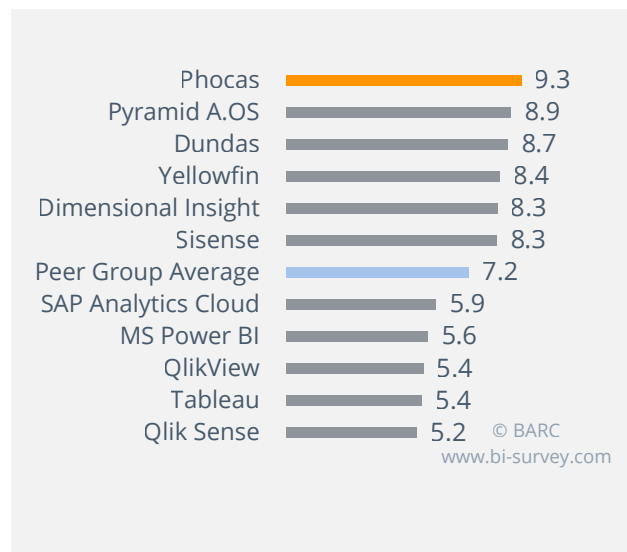


This KPI is based on how respondents rate the sales/purchasing experience with the vendor.

Sales experience – Top-ranked



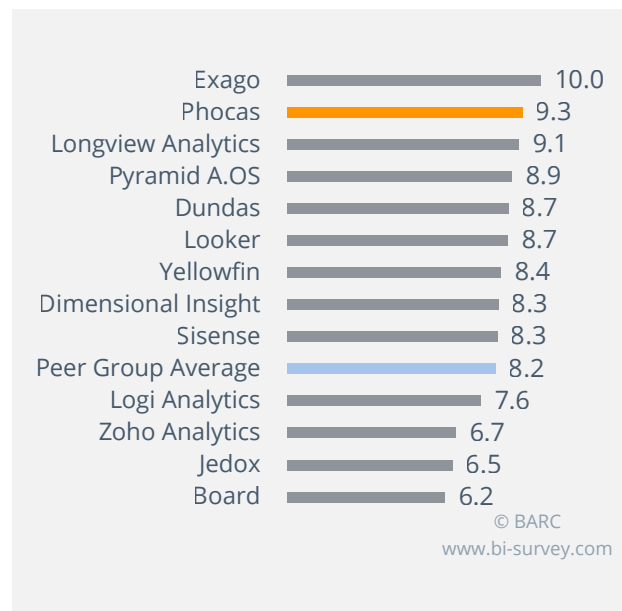
Peer group: Data discovery-focused products



Sales experience – Leader



Peer group: Americas-focused vendors



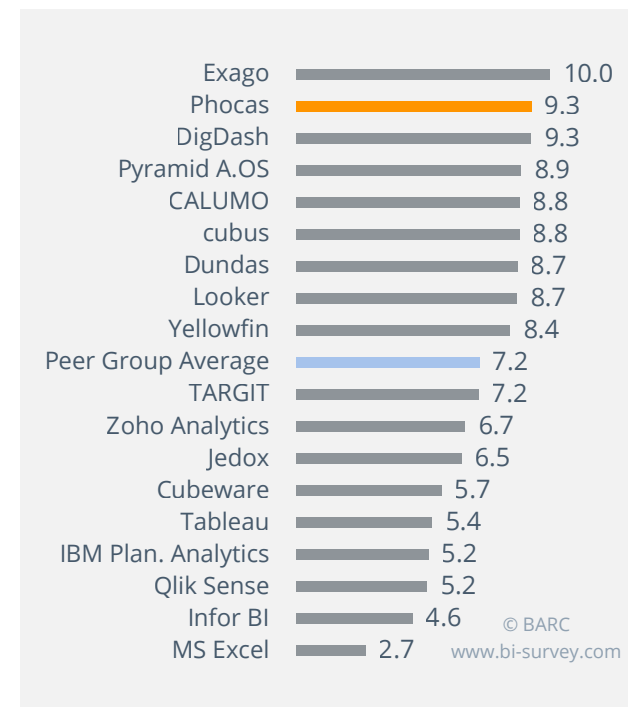
Sales experience



Sales experience – Leader



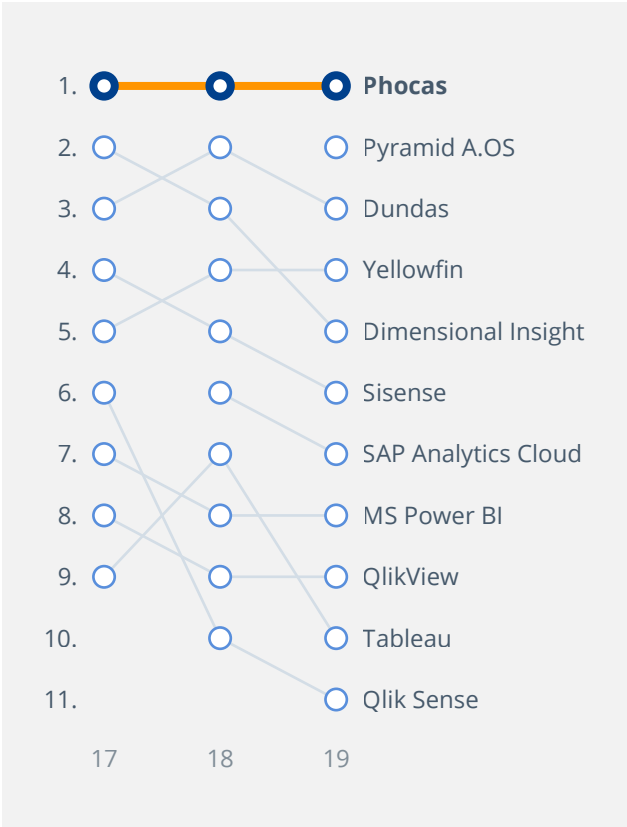
Peer group: Ad hoc reporting-focused products



Having a highly professional sales organization is essential to succeed in a competitive market such as the BI software market. A deep understanding of customer needs, specialization and experience in specific industries and competitive pricing are a good basis for software vendors to create a positive sales experience and gain a competitive edge. Due to strong industry-specific and operational know-how, Phocas is able to quickly understand the needs of its customers. Together with its flexible pricing model, the vendor creates a very good sales experience for customers. This is reflected in a top-ranking in the 'Data discovery-focused products' peer group and high placings in the 'Americas-focused vendors' and 'Ad hoc reporting-focused products' peer groups for the 'Sales experience' KPI.

Consistently top-ranked in sales experience

Peer group: Data discovery-focused products



Consistently outstanding in sales experience

Peer group: Americas-focused vendors



Query performance

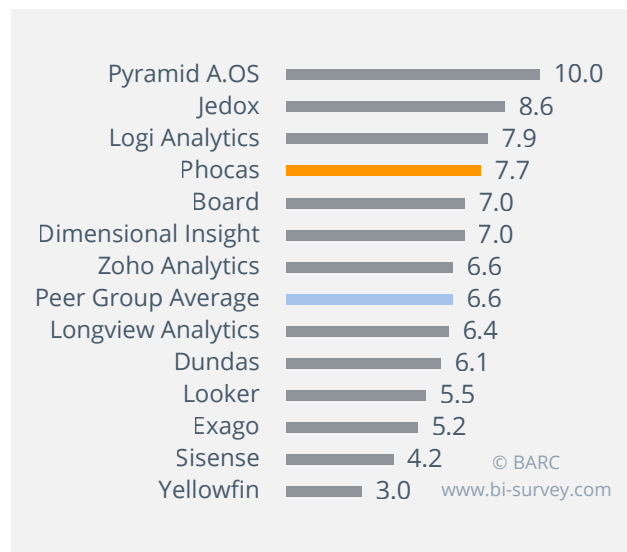


This KPI is based on how quickly queries respond
(adjusted by data volume).

Query performance – Leader



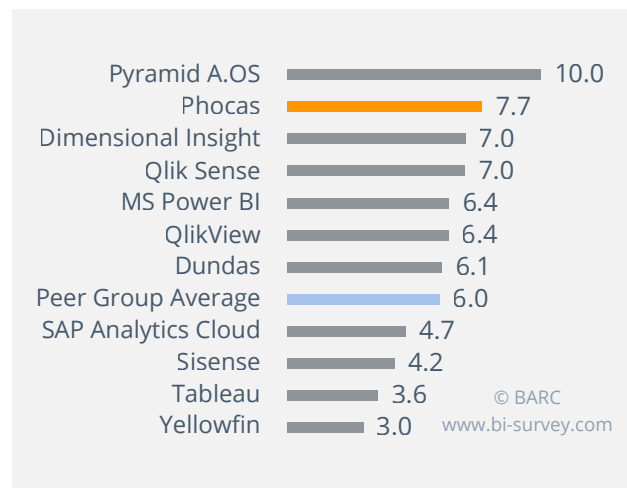
Peer group: Americas-focused vendors



Query performance – Leader



Peer group: Data discovery-focused products



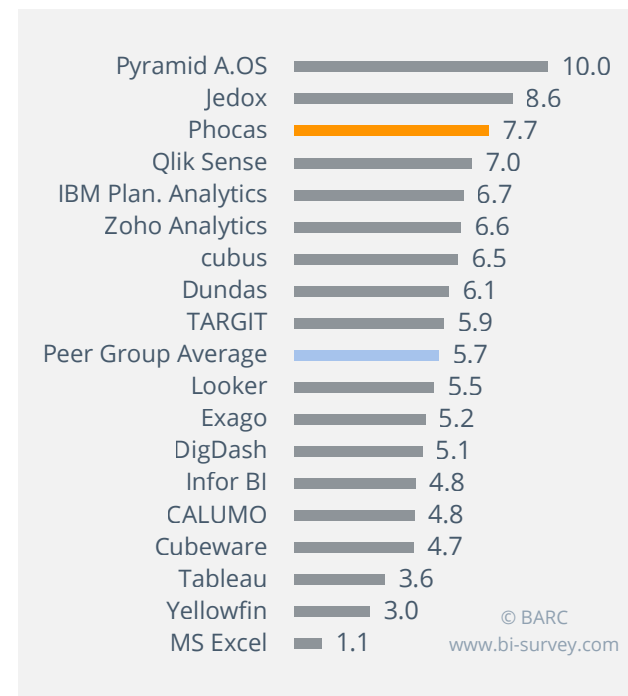
Query performance



Query performance – Leader



Peer group: Ad hoc reporting-focused products



Good performance is vital for users to work fluently. Permanent interruptions can be very irritating, especially when analyzing data and answering questions. Phocas is positioned as a leader in all three of its peer groups in the 'Query performance', KPI showing that the tool appears capable of performing with the data volumes and user numbers its customers typically work with while delivering fast query performance. Phocas uses performance acceleration features for user queries such as data caching, database build aggregation steps and indexing. In this year's BI Survey, the frequency of customers choosing Phocas for of its strong query performance was more than double the overall average.

Performance satisfaction

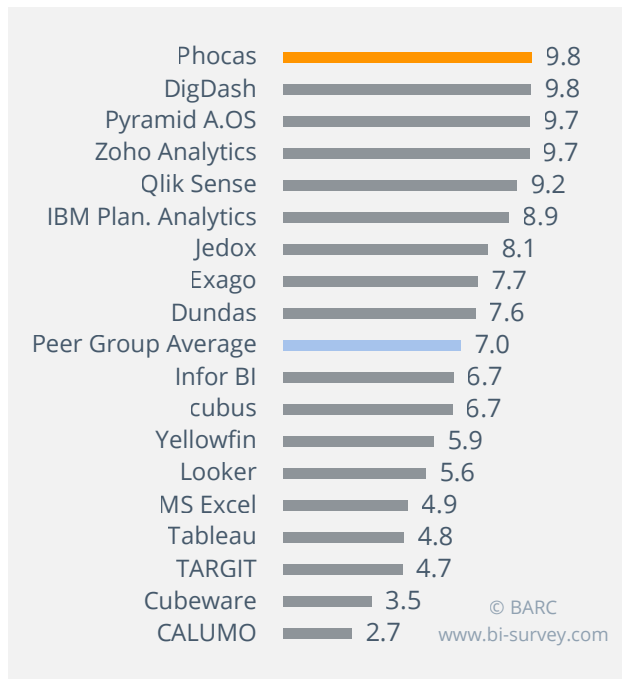


This KPI measures the frequency of complaints about the system's performance.

Performance satisfaction – Top-ranked



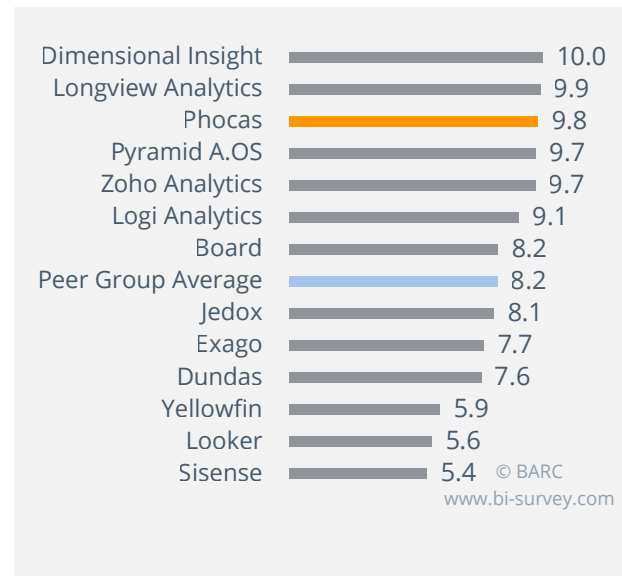
Peer group: Ad hoc reporting-focused products



Performance satisfaction – Leader



Peer group: Americas-focused vendors



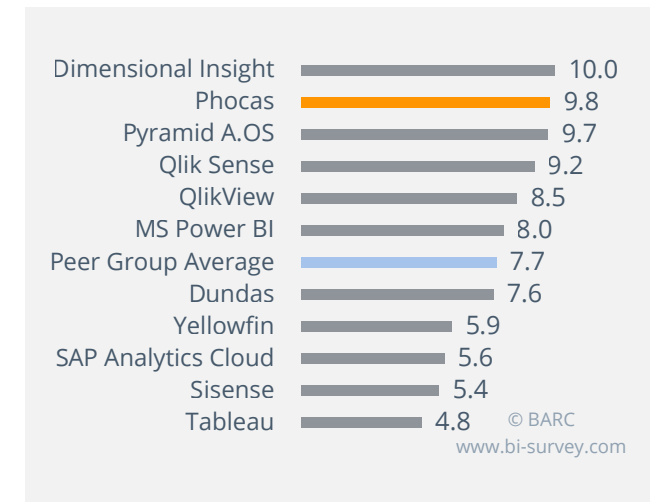
Performance satisfaction



Performance satisfaction – Leader



Peer group: Data discovery-focused products



Phocas' outstanding query performance is a major factor in its high 'Performance satisfaction' KPI rating. The vendor was top ranked in the 'Ad hoc reporting-focused products' peer group and a leader among its Americas-focused and data discovery-focused rivals. Only three percent of Phocas users responding to this survey stated that slow query performance is an issue with the software. This compares very favorably with the overall BI Survey average of 17 percent.

Customer experience

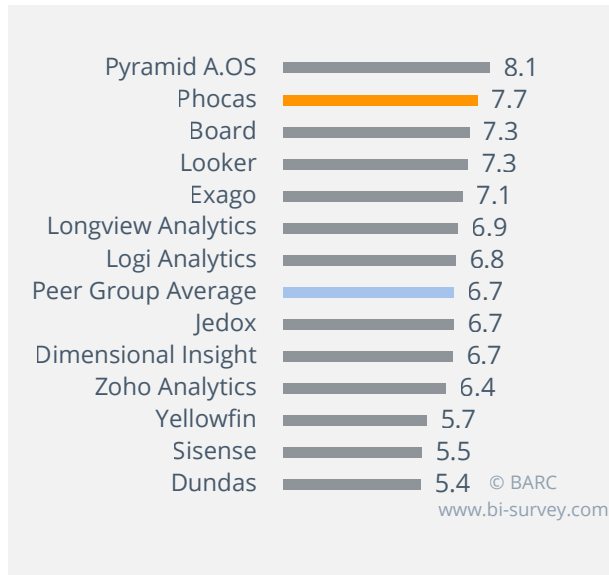


The 'Customer experience' KPI combines the 'Ease of use', 'Self-service', 'Performance satisfaction', 'Flexibility', 'Query performance' and 'Sales experience' KPIs.

Customer experience – Leader



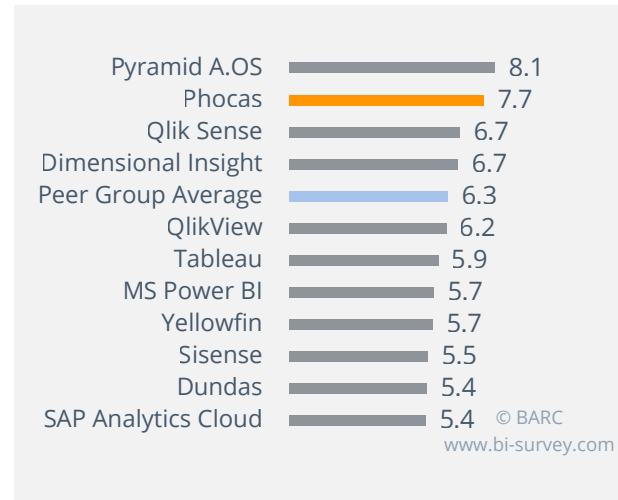
Peer group: Americas-focused vendors



Customer experience – Leader



Peer group: Data discovery-focused products



Customer experience

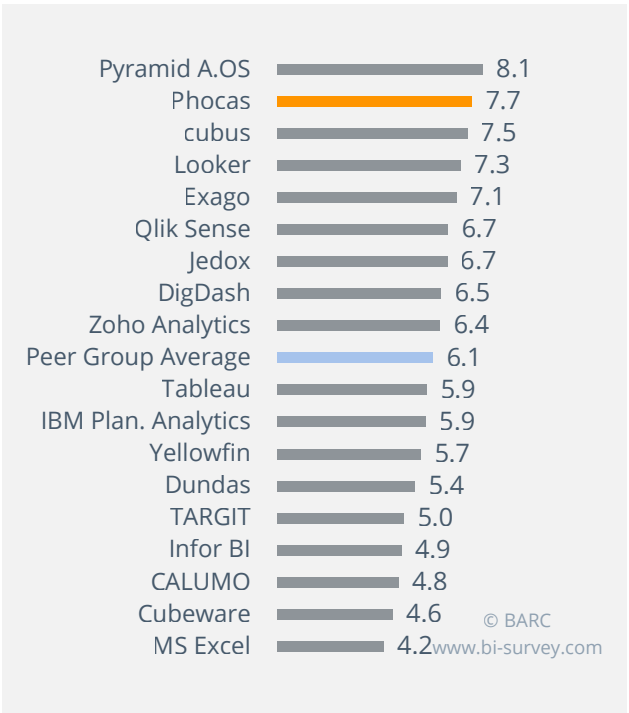


For BI professionals, customer and user experience is more important than ever. Instead of spending time in training and education, applying for new requirements in a time-consuming process, or waiting for a query to finish, business users need to be flexible, agile and able to create value on their own. The combined 'Customer experience' KPI, in which Phocas once again performs well, takes into account criteria such as 'Ease of use', 'Data volume', 'Query performance', 'Self-service' and 'Flexibility', all of which are essential components of a good customer experience. Phocas customers benefit not only from user-friendly design but also from fast performance and a good buying experience dealing with highly skilled consultants.

Customer experience – Leader



Peer group: Ad hoc reporting-focused products



Consistently outstanding in customer experience

Peer group: Americas-focused vendors



Customer experience



Cloud BI

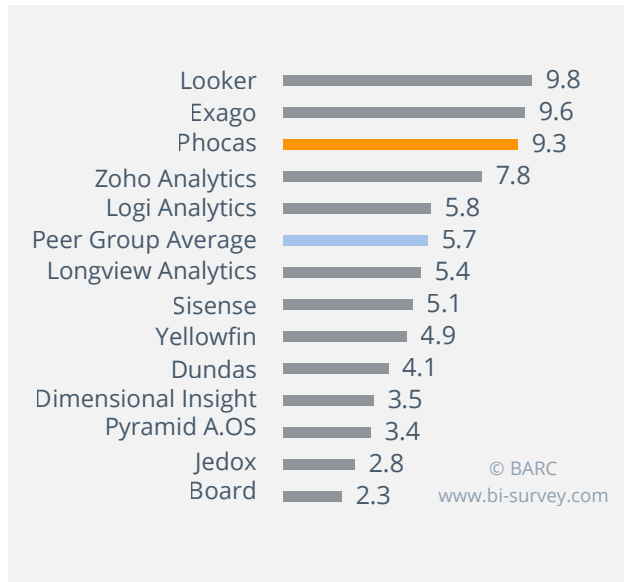


This KPI is based on how many sites currently use the product in a cloud environment.

Cloud BI – Leader



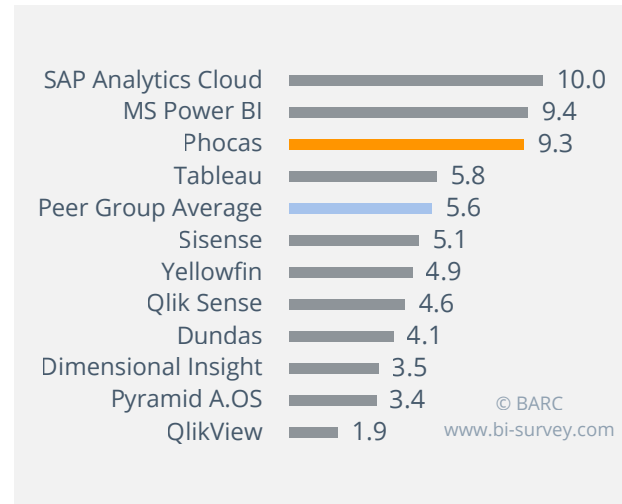
Peer group: Americas-focused vendors



Cloud BI – Leader



Peer group: Data discovery-focused products



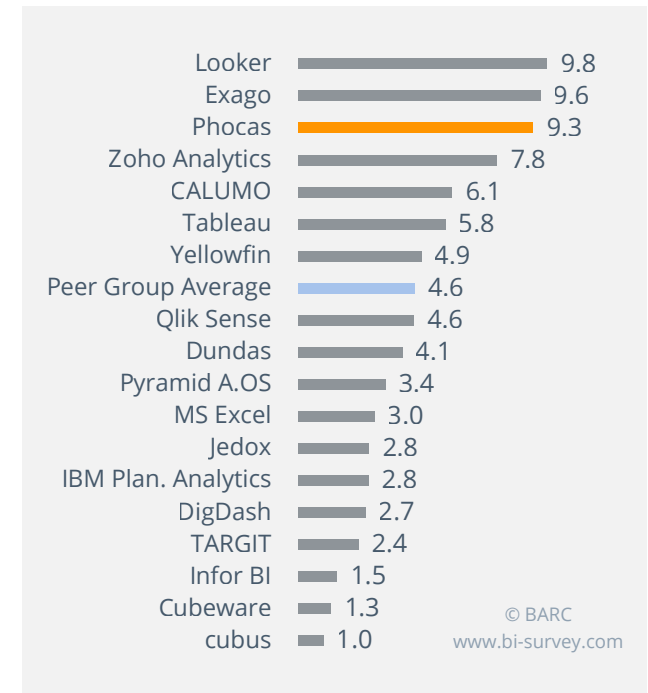
Cloud BI



Cloud BI – Leader

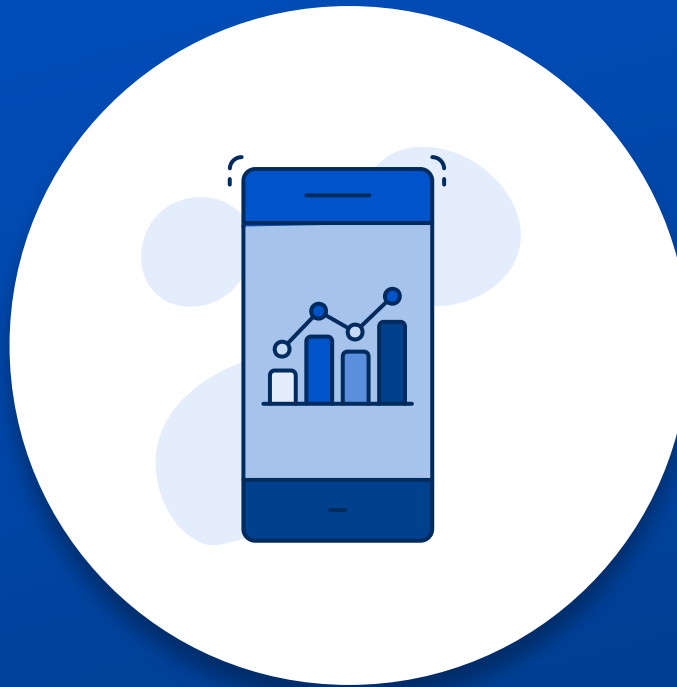


Peer group: Ad hoc reporting-focused products



The business intelligence industry has been a late adopter of cloud technology, but this is now a growth area. While some vendors have developed pure cloud products, many offer a cloud option as an alternative to their on-premises software. Phocas can be deployed both on-premises and in the cloud (hosted by Microsoft Azure, AWS or Rackspace). In this year's sample, we have a good portion of customers using the software in the cloud. Phocas is positioned as a leader for Cloud BI in all its peer groups, proving that customers appreciate this opportunity and are ready to take advantage of it.

Mobile BI

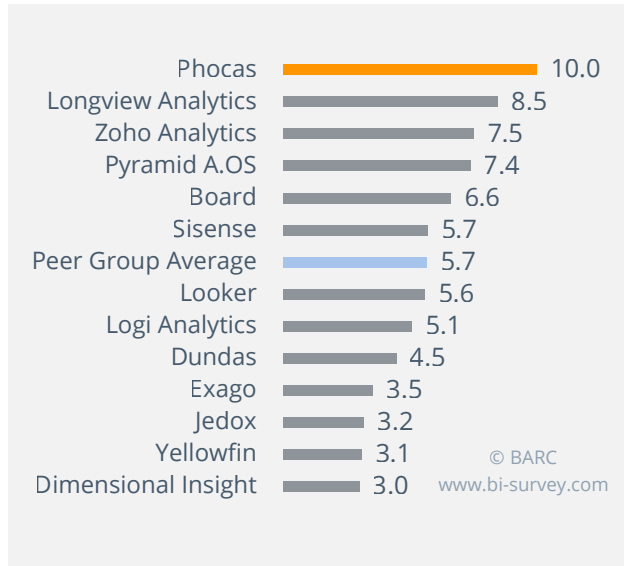


This KPI is based on how many survey respondents currently use their BI tool on a mobile device.

Mobile BI – Top-ranked



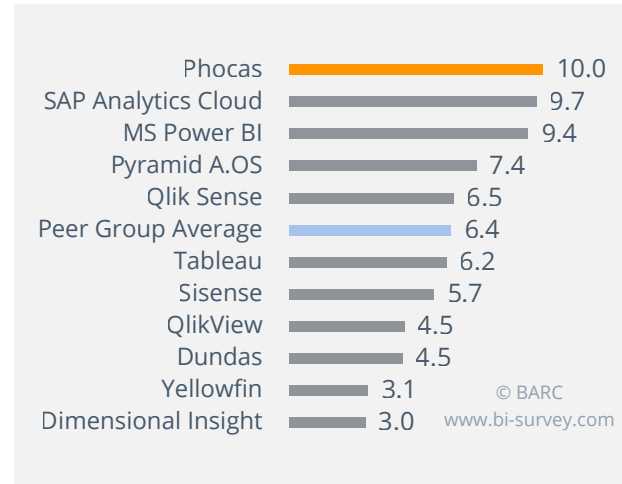
Peer group: Americas-focused vendors



Mobile BI – Top-ranked



Peer group: Data discovery-focused products

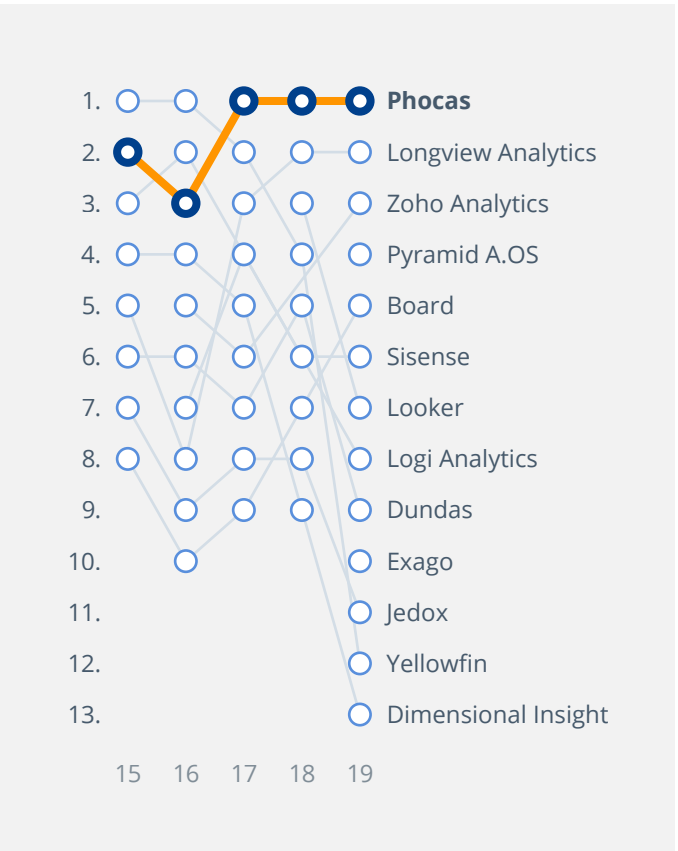


Mobile BI



Consistently outstanding in mobile BI

Peer group: Americas-focused vendors

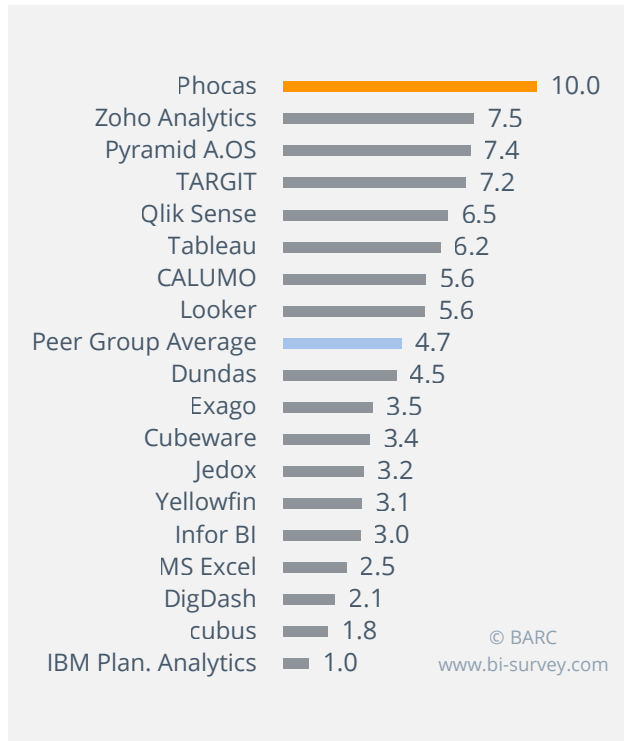


Phocas does not have a native mobile application but the software is based on HTML5 and Java, offering a simple, but clear design so it can be accessed on any device via a web browser. With its responsive design, it is not necessary to build visualizations specifically for mobile devices, because the software automatically adjusts the layout to the screen size. Customers appear satisfied with this option and use the software on mobile devices to a greater extent than users of competing products. As a result, Phocas ranks top in the 'Mobile BI' KPI in all its peer groups for the third year in a row.

Mobile BI – Top-ranked

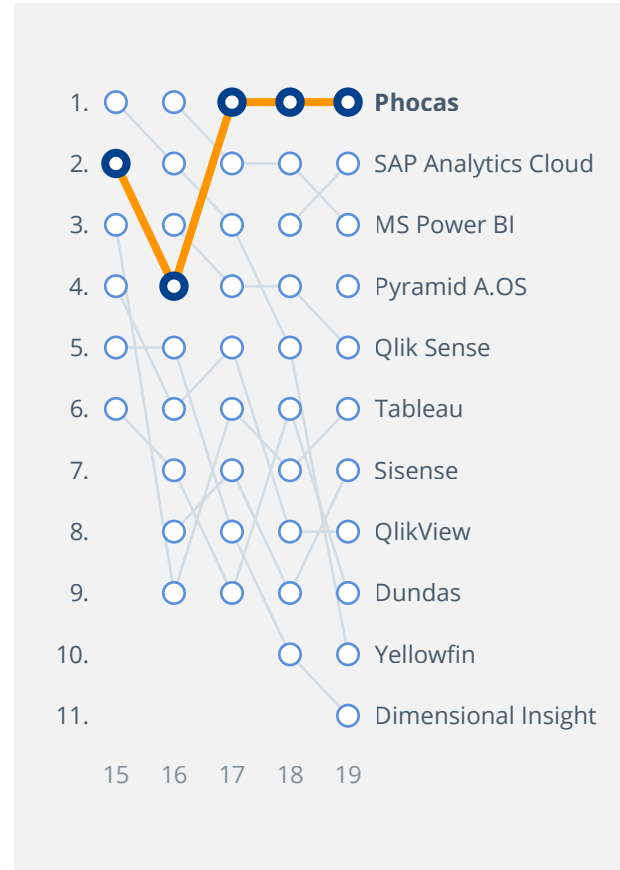


Peer group: Ad hoc reporting-focused products



Consistently outstanding in mobile BI

Peer group: Data discovery-focused products

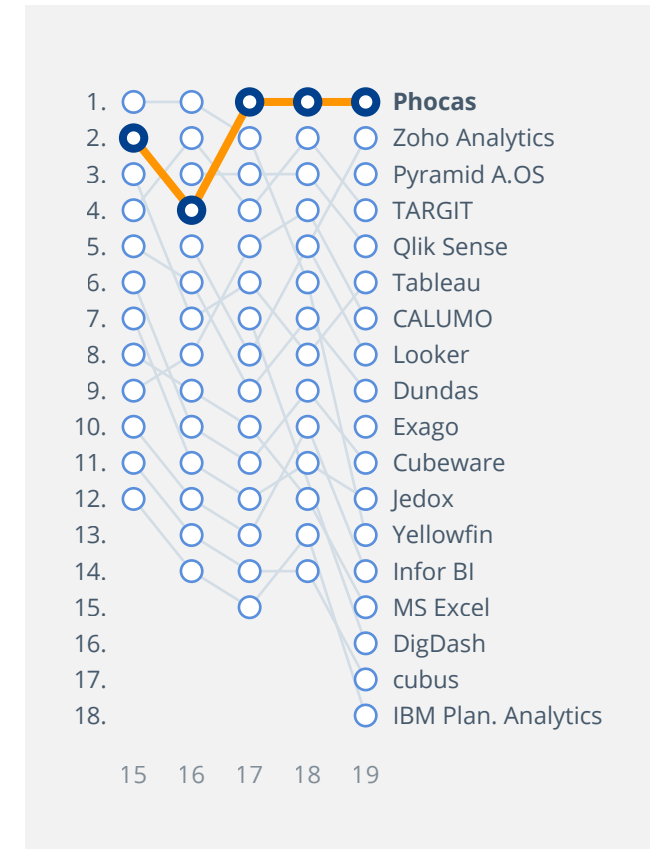


Mobile BI

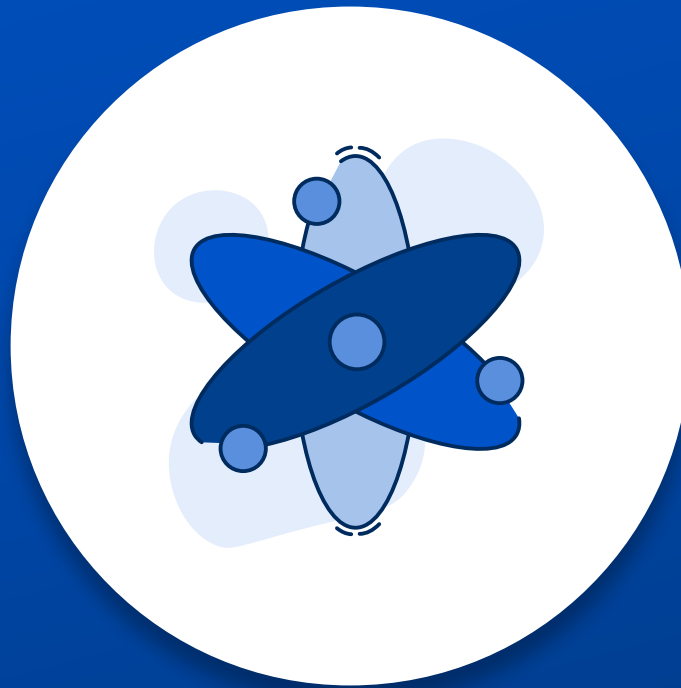


Consistently outstanding in mobile BI

Peer group: Ad hoc reporting-focused products



Data preparation

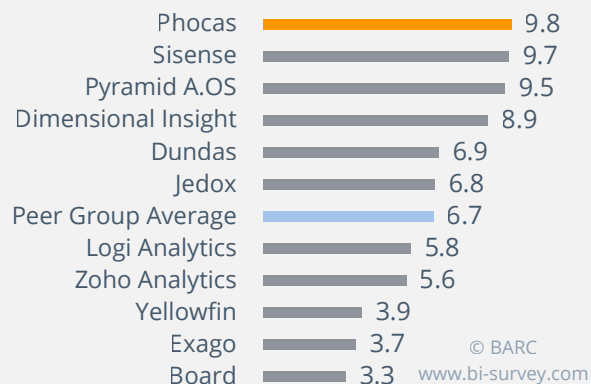


This KPI is based on how many sites currently use the product for data preparation.

Data preparation – Top-ranked



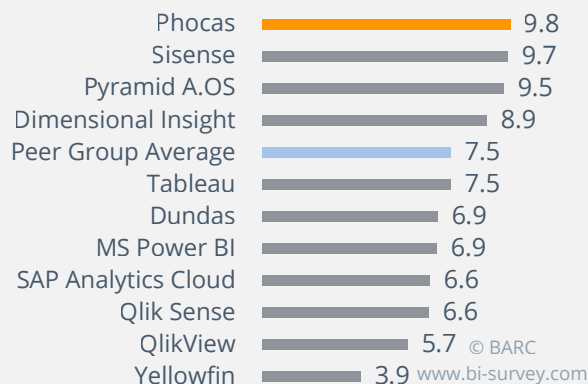
Peer group: Americas-focused vendors



Data preparation – Top-ranked



Peer group: Data discovery-focused products



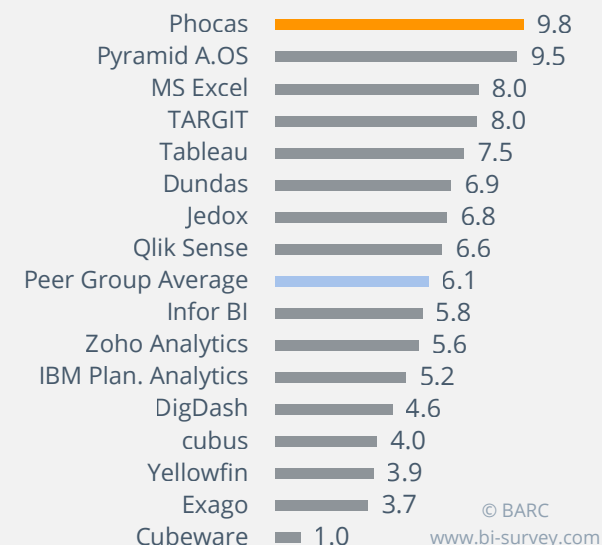
Data preparation



Data preparation – Top-ranked



Peer group: Ad hoc reporting-focused products



Data preparation capabilities offer users greater possibilities and flexibility to access and prepare data. In database designer mode, Phocas has a drag-and-drop interface to format and map data, assigning columns to dimensions and measures, building groups and much more. This mode is aimed at more technical IT users and is primarily used during implementation for connecting and integrating data. However, tech-savvy business users can also take advantage of most of this functionality. Phocas customers use these data preparation capabilities extensively, which results in top-rankings for the 'Data preparation' KPI in all three of its peer groups.

Visual analysis

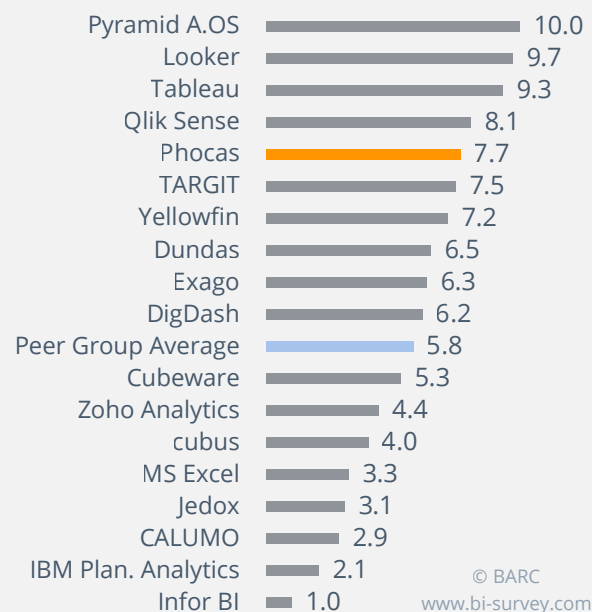


This KPI is based on how many sites currently perform visual analysis with their BI tool.

Visual analysis – Leader



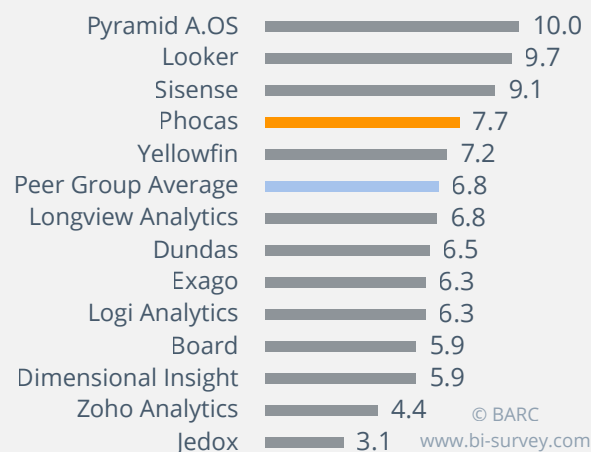
Peer group: Ad hoc reporting-focused products



Visual analysis – Leader



Peer group: Americas-focused vendors



Visual analysis



Highly visual representations enable decision-makers to identify correlations and patterns in data at a glance. Visual analysis becomes increasingly important as data grows in complexity. In the Phocas analysis panel, users can not only explore data in a tabular format but also build visualizations in a user-friendly manner. Charts are generally interactive and linked with other visualizations on the dashboard. These easy-to-use interactive visualizations make Phocas a leader for 'Visual analysis' in the 'Ad hoc reporting-focused products' and 'Americas-focused vendors' peer groups.

Embedded BI

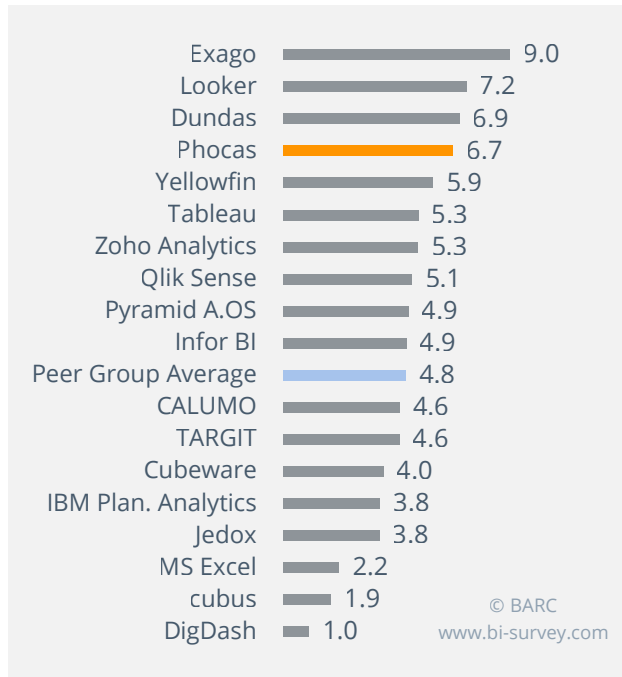


This KPI is based on how many survey respondents use embedded BI.

Embedded BI – Leader



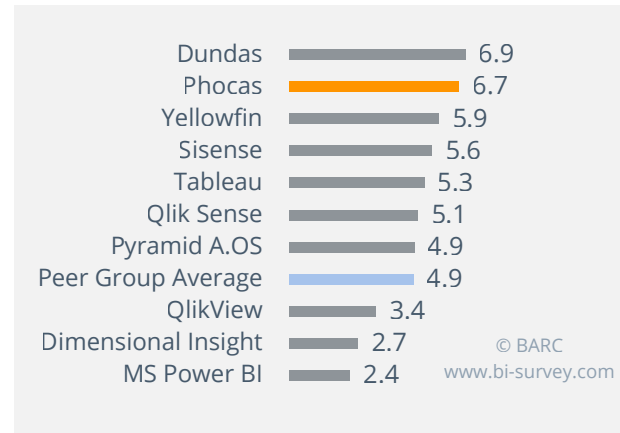
Peer group: Ad hoc reporting-focused products



Embedded BI – Leader



Peer group: Data discovery-focused products



Embedded BI



The integration of BI content into operational processes is gaining in popularity. Providing analyzed data directly within business processes makes them more efficient and allows for faster decision-making. Phocas supports an embeddable and an external URL as well as the option to white-label the product. Leadership positions in the 'Ad hoc reporting-focused products' and 'Data discovery-focused products' peer groups show that users are making regular use of this feature.

Innovation

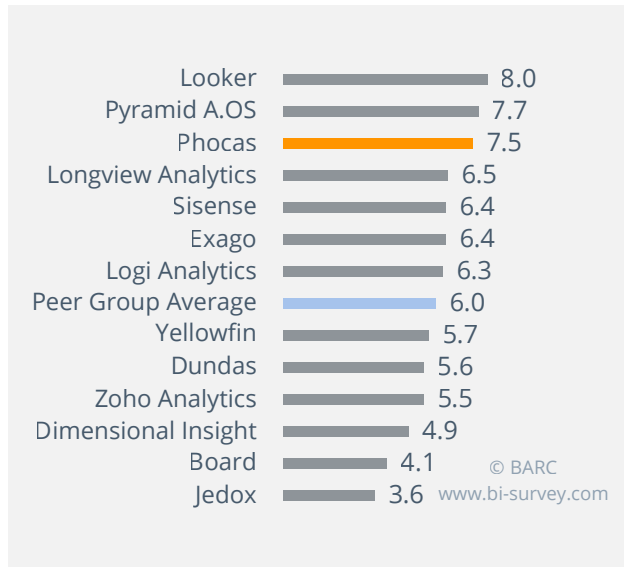


This KPI combines the 'Embedded BI', 'Cloud BI', 'Visual analysis', 'Mobile BI', 'Operational BI' and 'Location intelligence' KPIs to measure the product's level of innovation.

Innovation – Leader



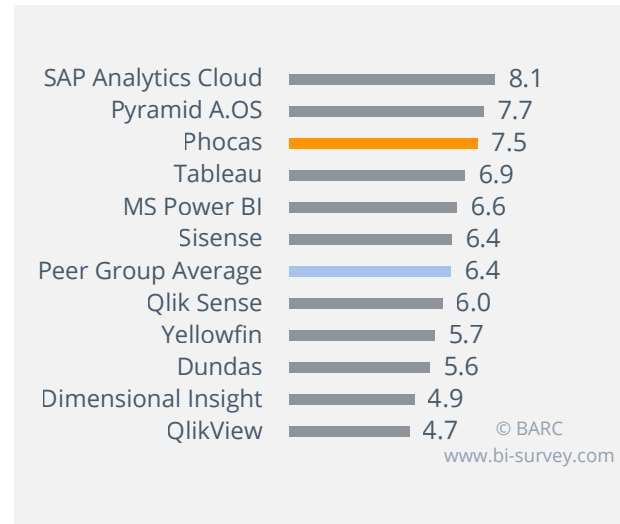
Peer group: Americas-focused vendors



Innovation – Leader



Peer group: Data discovery-focused products



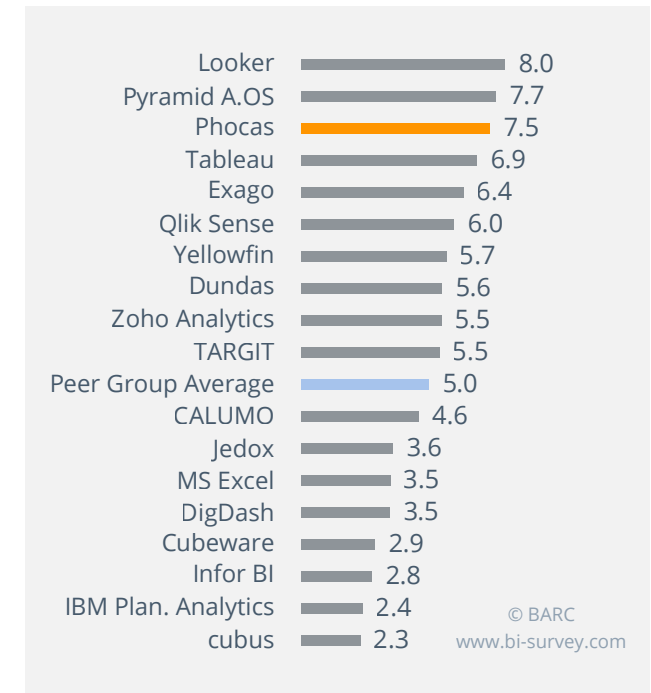
Innovation



Innovation – Leader



Peer group: Ad hoc reporting-focused products



Rapidly developing markets such as the BI market thrive on new technologies and innovation. If vendors do not constantly adapt their products to these developments, they will quickly lag behind the competition. Good results in the 'Cloud BI', 'Mobile BI', 'Data preparation', 'Visual analysis' and 'Embedded BI' KPIs place Phocas as a leader in the aggregated 'Innovation' KPI in all of its peer groups. Phocas is capable of delivering high performance in five of the eight innovation topics in this survey. This indicates that the vendor is aware of current market trends and is prepared to offer its customers the level of innovation they require. Phocas keeps up with the competition, adapts to new innovations and trends and continuously develops its product in line with customer needs.

Competitive win rate

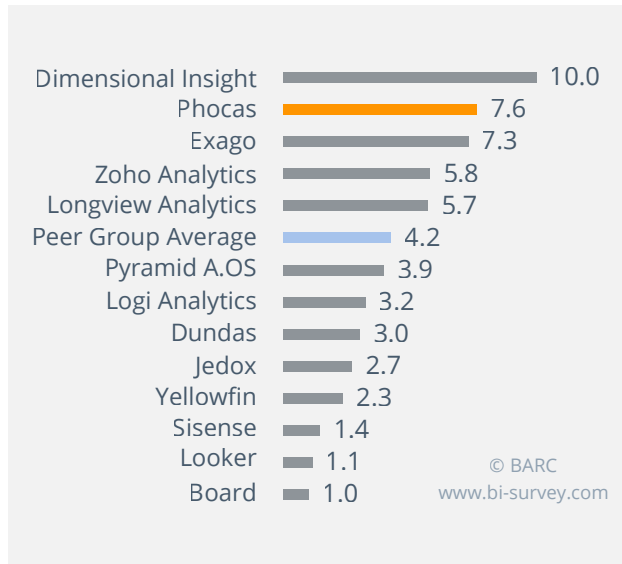


This KPI is based on the percentage of wins in competitive evaluations.

Competitive win rate – Leader



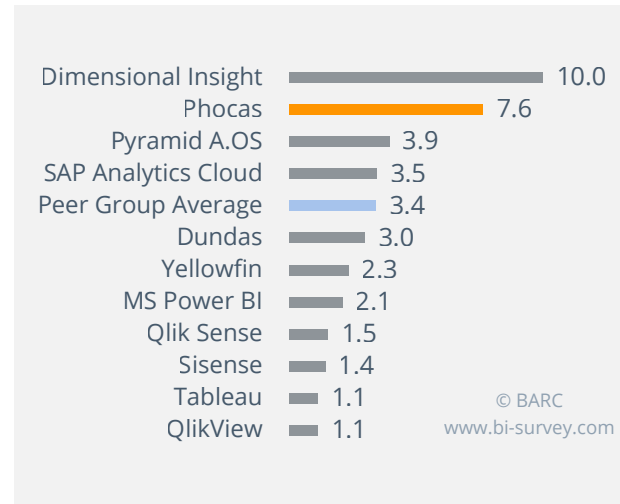
Peer group: Americas-focused vendors



Competitive win rate – Leader



Peer group: Data discovery-focused products



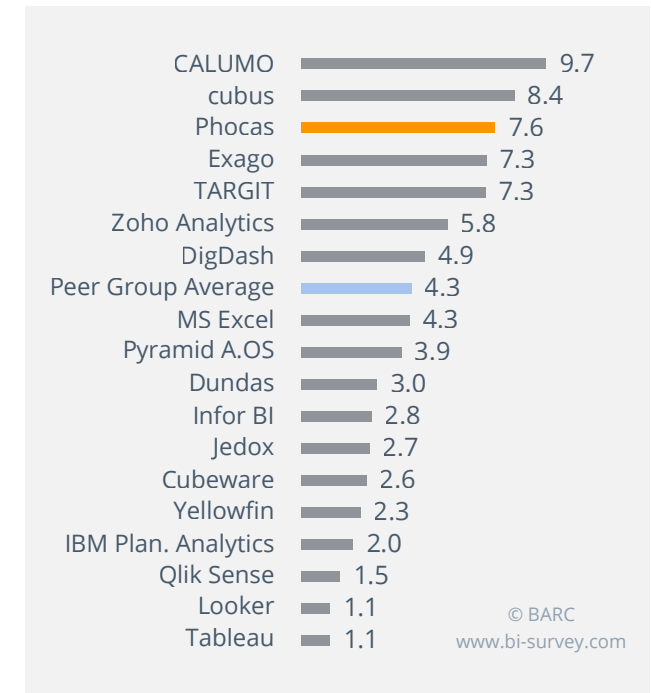
Competitive win rate



Competitive win rate – Leader

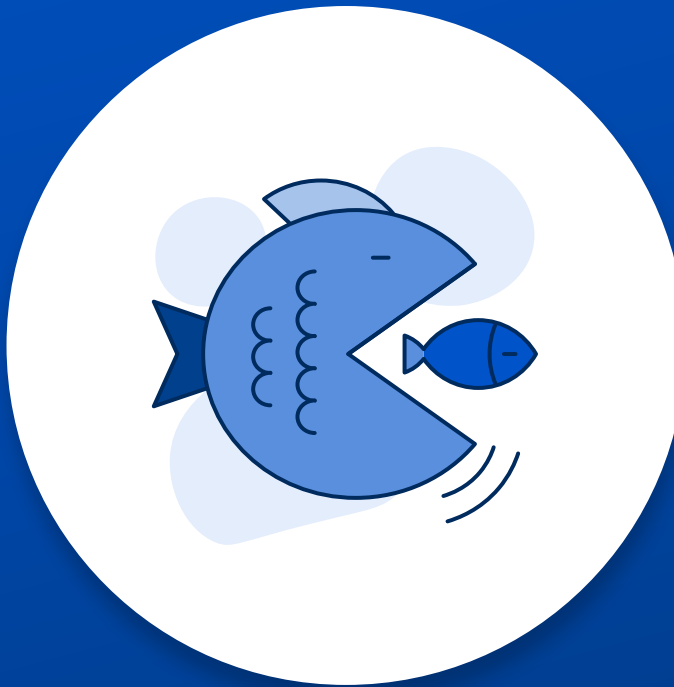


Peer group: Ad hoc reporting-focused products



Phocas' success is largely the result of its specialization in the retail, manufacturing and wholesale distribution verticals. Its good competitive win rate shows that this strategy is very effective. A strong result in this KPI indicates that a vendor is performing well against its rivals in head-on competitions to win customers. With its industry-specific knowledge, business user-oriented product and predefined content, Phocas is clearly able to outperform the competition in the right scenarios.

Competitiveness

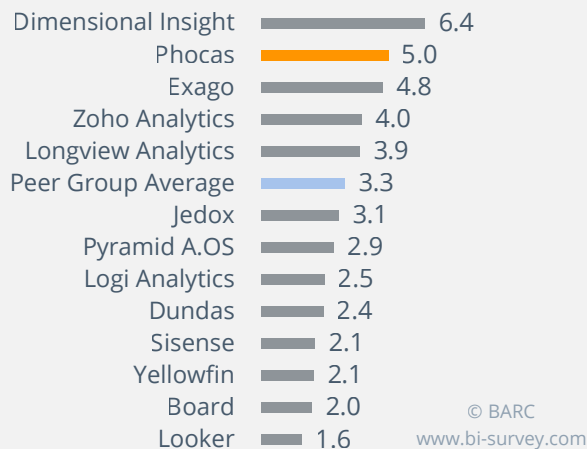


This KPI combines the 'Considered for purchase' and 'Competitive win rate' KPIs.

Competitiveness – Leader



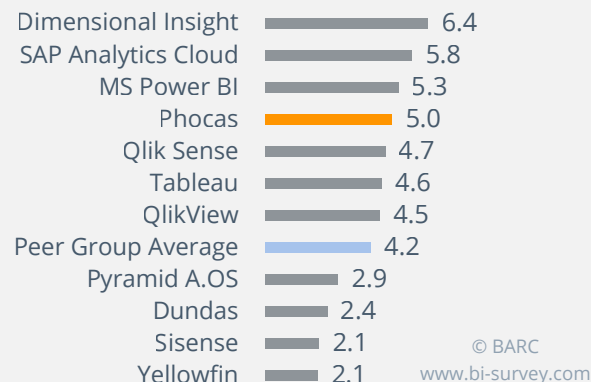
Peer group: Americas-focused vendors



Competitiveness – Leader



Peer group: Data discovery-focused products



Competitiveness

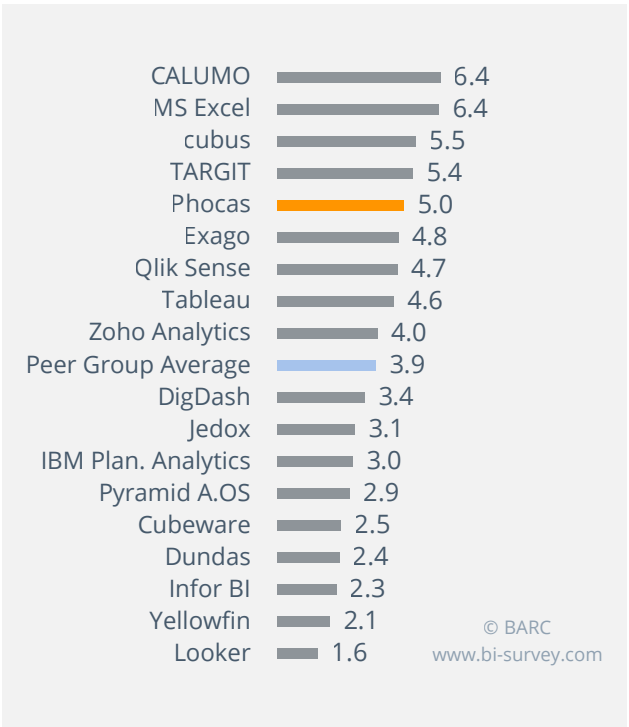


Phocas has been consistently outstanding in the 'Competitiveness' KPI compared to other data discovery products for years and is among the leaders in all its peer groups. Although it has a narrow focus on particular industries, Phocas is still considered for purchase by many and ultimately bought by a high proportion of those who consider it. Phocas has several advantages over its competitors. Its business user-oriented interface attracts customers, as well as good functionality and a highly qualified team of consultants. Customers are also satisfied with the sales process, which helps to make many of them feel they can recommend the product. In addition, the tool is the least likely of all products in The BI Survey to cause significant problems, which is surely another major factor behind the high level of customer satisfaction.

Competitiveness – Leader

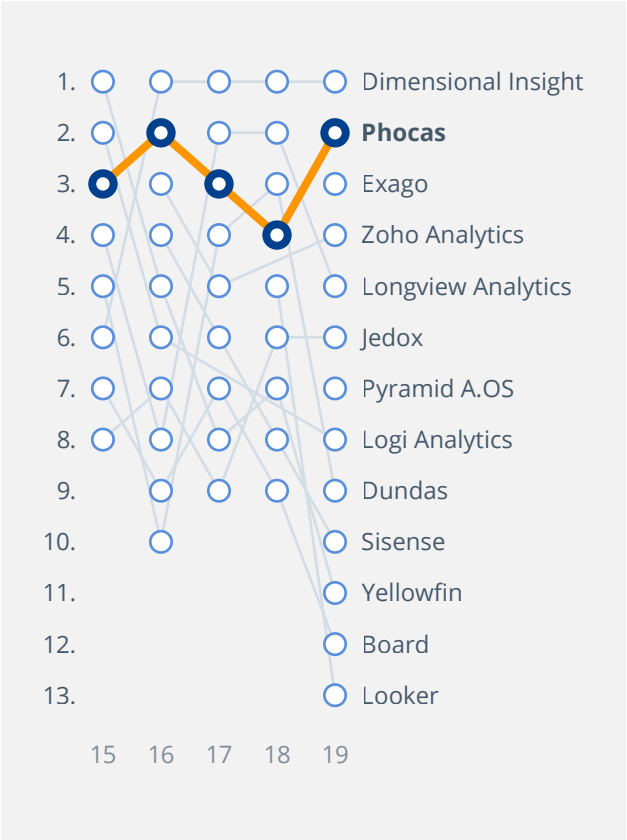


Peer group: Ad hoc reporting-focused products



Consistently outstanding in competitiveness

Peer group: Data discovery-focused products



Competitiveness



Dashboards

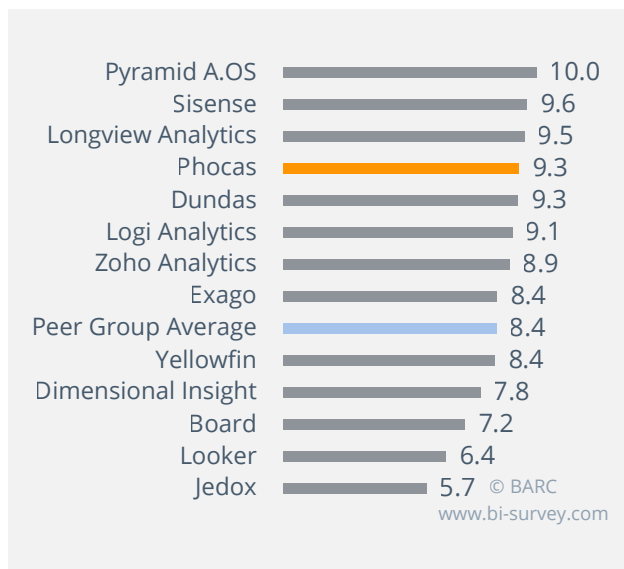


This KPI is based on how users rate their BI tool for creating dashboards/ reports (data selection, data visualization, formatting/layout).

Dashboards – Leader



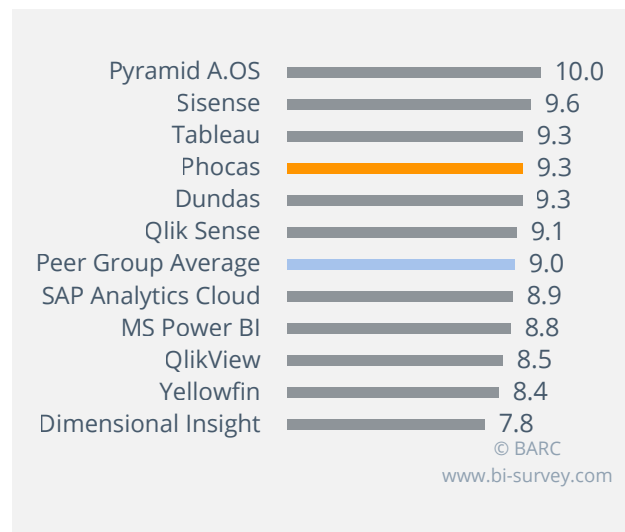
Peer group: Americas-focused vendors



Dashboards – Leader



Peer group: Data discovery-focused products



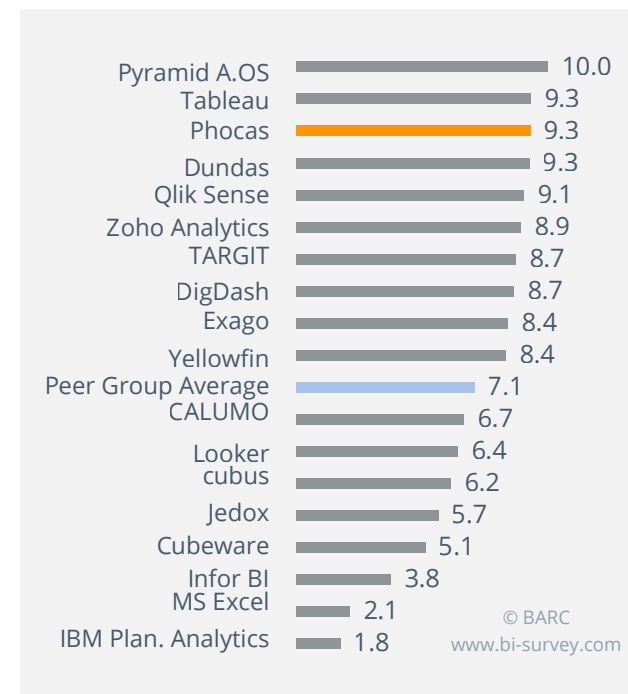
Dashboards



Dashboards – Leader



Peer group: Ad hoc reporting-focused products



Phocas is used for dashboarding by all the users responding to this year's BI Survey. This is one of the areas the vendor focuses on with its product. The visualization mode is a single, vertically-organized dashboard designed for regular business users to navigate, view and filter. The dashboard contains a list of tables and visualizations positioned for ease of access and readability on a wide range of devices via responsive design and HTML5. The good results in this KPI show that customers are convinced by the tool's functionality for building and consuming dashboards. Phocas is positioned as a leader in all of its peer groups in the 'Dashboards' KPI.

Ad hoc query

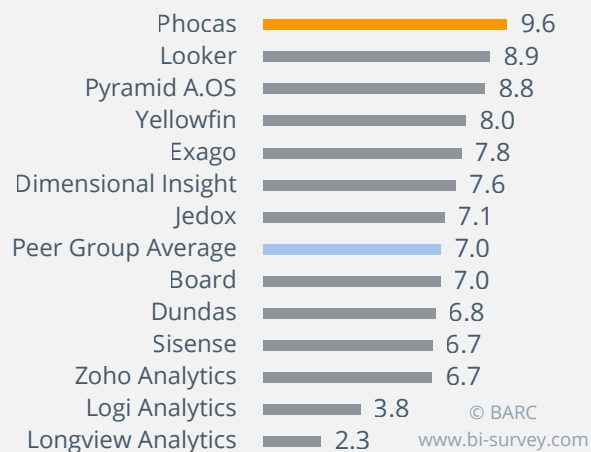


This KPI is based on how users rate their BI tool in terms of its support for ad hoc queries (data access, drag-and-drop, suitability for business users).

Ad hoc query – Top-ranked



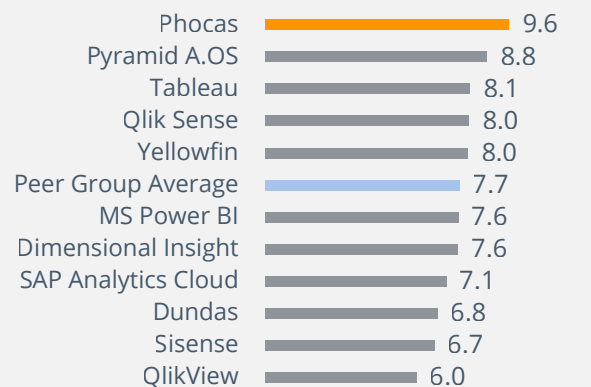
Peer group: Americas-focused vendors



Ad hoc query – Top-ranked



Peer group: Data discovery-focused products



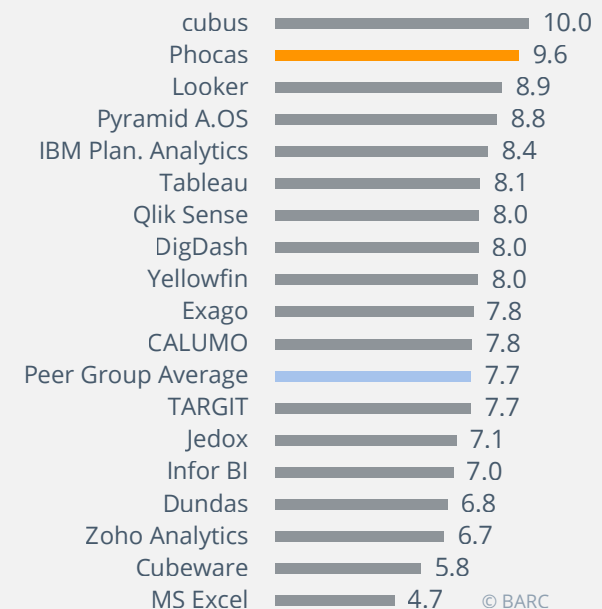
Ad hoc query



Ad hoc query – Leader



Peer group: Ad hoc reporting-focused products



In order to be able to quickly and flexibly answer urgent questions about their business, users need simple and well-equipped ad hoc analysis functions. Phocas offers analysis functions either via visualizations or in a tabular view where users are free to navigate the data they need and perform various operations on it. Ad hoc querying is the second most frequently executed use case according to Phocas customers and they seem to be very satisfied with the functional scope Phocas offers for this use case. This is evidenced by an impressive ranking in the 'Ad hoc query' KPI.

Analyses

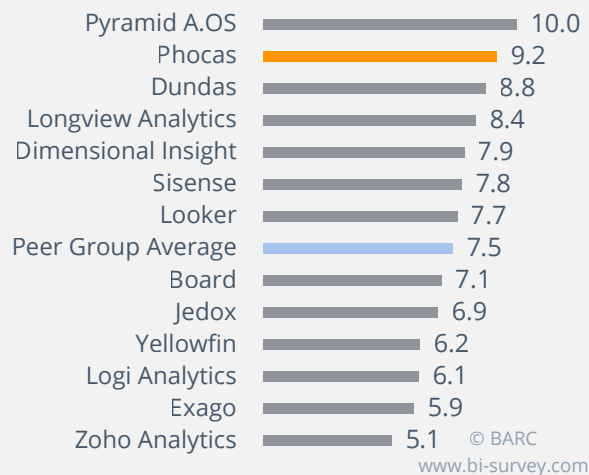


This KPI is based on how users rate their BI tool for performing analyses (KPI calculations, data navigation, predefined analyses).

Analyses – Leader



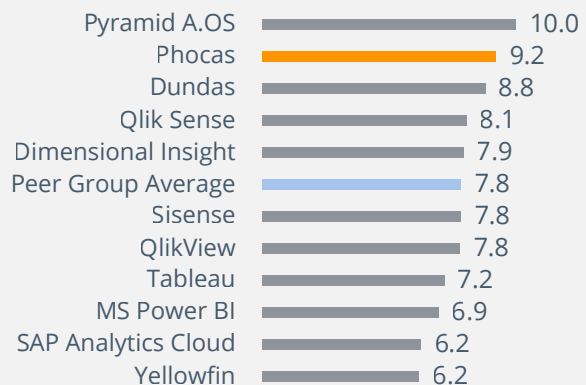
Peer group: Americas-focused vendors



Analyses – Leader



Peer group: Data discovery-focused products



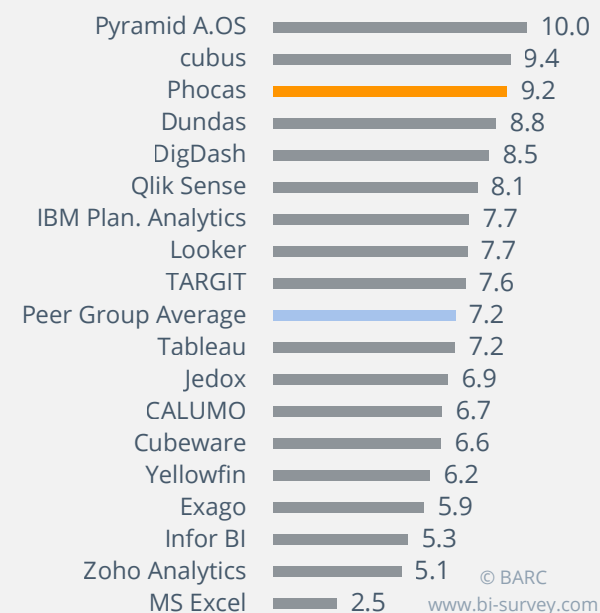
Analyses



Analyses – Leader

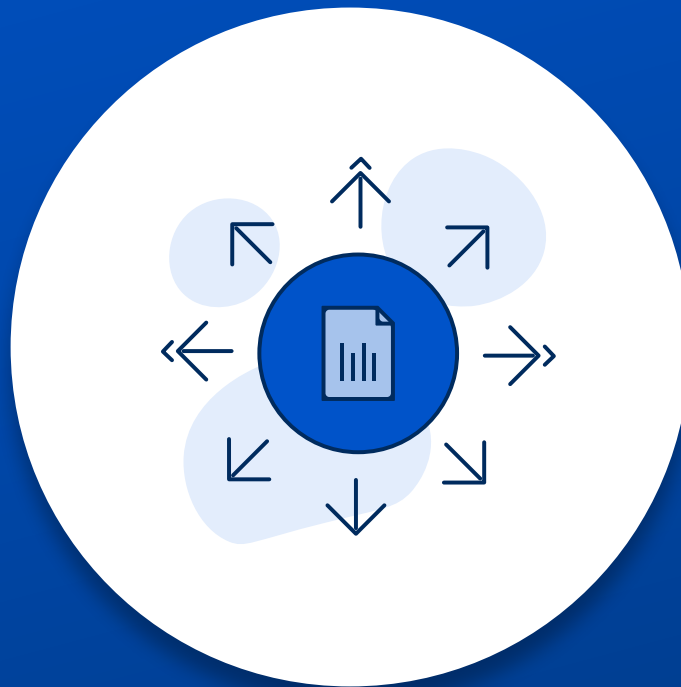


Peer group: Ad hoc reporting-focused products



The analysis mode is where users can explore data in a tabular format, build visualizations and perform calculations. Users can freely navigate data in a predefined data model and choose the visualization they like. The 'Focus' button allows users to focus the analysis on one or more items within a dimension. In addition to flexible display options (e.g., show average, hide total), different predefined calculations (e.g., total or variance) and formats (e.g., actual or percentage) can be chosen. Based on the predefined data model and the upfront data load from the ERP system, users can drill down from summary data to transactional level. Both functional scope and performance are very important factors in fluently analyzing data. Phocas' impressive results in the 'Query performance' KPI are certainly one reason behind its good showing in the 'Analyses' KPI. Although many customers do not yet use Phocas' analysis features, those who do seem to be very happy.

Distribution of reports

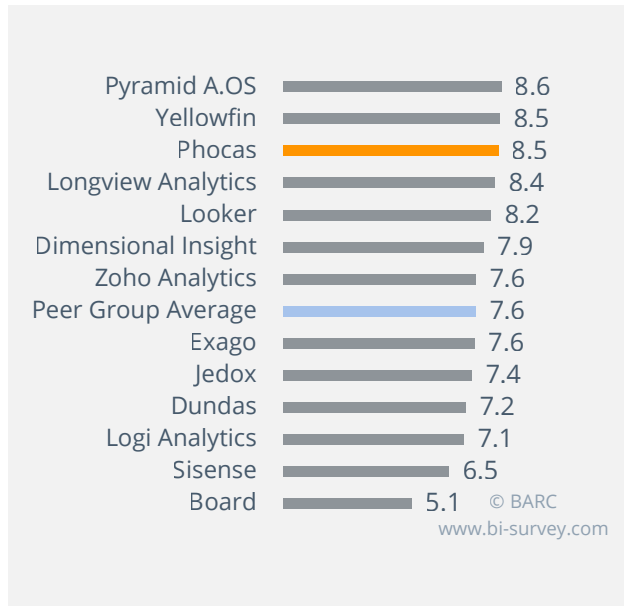


This KPI is based on how users rate their BI tool in terms of its support for the distribution of reports (dispatch/publication, scheduling, formats).

Distribution of reports – Leader



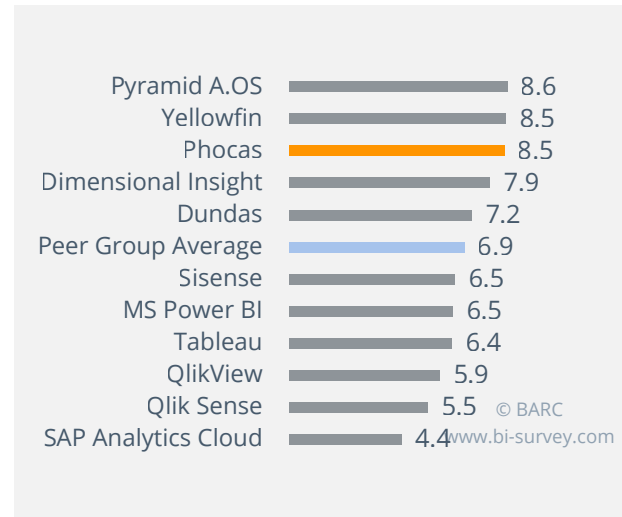
Peer group: Americas-focused vendors



Distribution of reports – Leader



Peer group: Data discovery-focused products



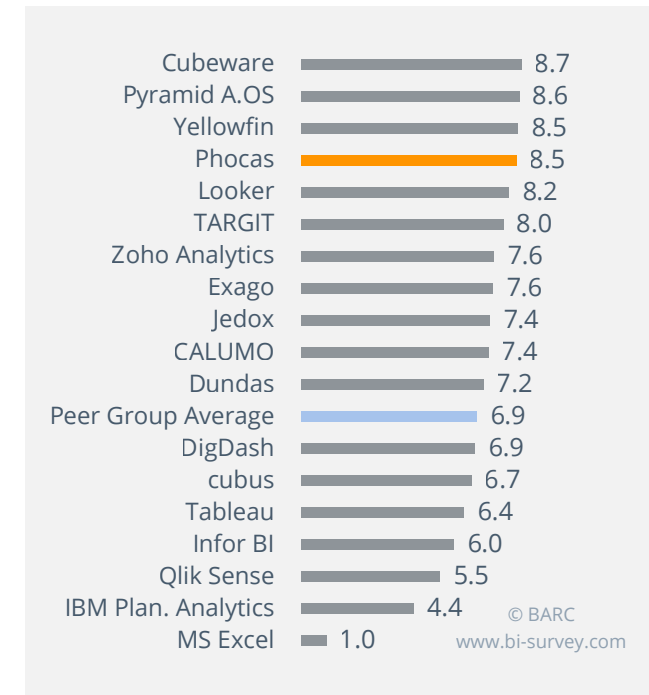
Distribution of reports



Distribution of reports – Leader



Peer group: Ad hoc reporting-focused products



In order to create added value for the entire organization, comprehensive dashboarding and analysis functions should always go hand-in-hand with the ability to distribute and share results and information. Phocas users can subscribe to dashboards and share them with other users and external recipients such as customers and suppliers. A live sharing option enables users to look at the same dashboard at the same time. Moreover, users can create a URL that anyone can use to view a static version of a dashboard. Analysis views can be saved as favorites (making them a report) and shared with other users. Phocas customers rate the product as a leader in the 'Distribution of reports' KPI in all of its peer groups.

Functionality

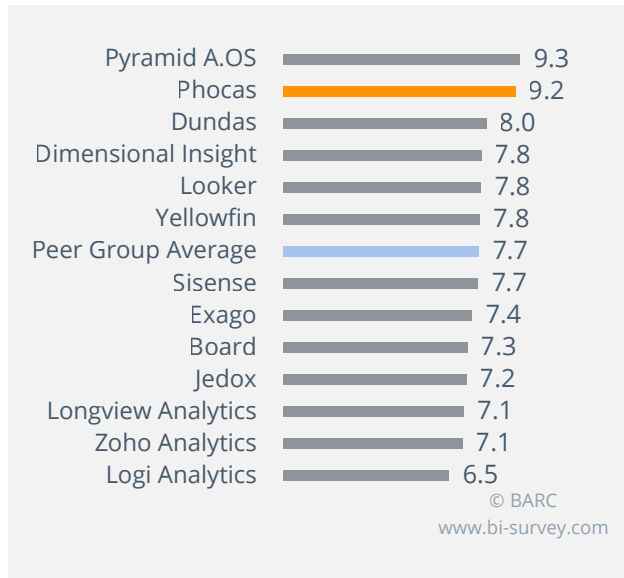


This KPI combines the 'Dashboards', 'Ad hoc query', 'Analyses', 'Distribution of reports' and 'Planning & budgeting' KPIs.

Functionality – Leader



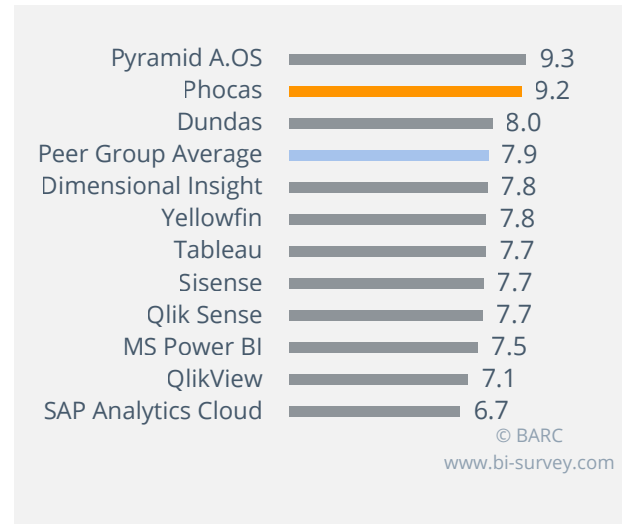
Peer group: Americas-focused vendors



Functionality – Leader



Peer group: Data discovery-focused products



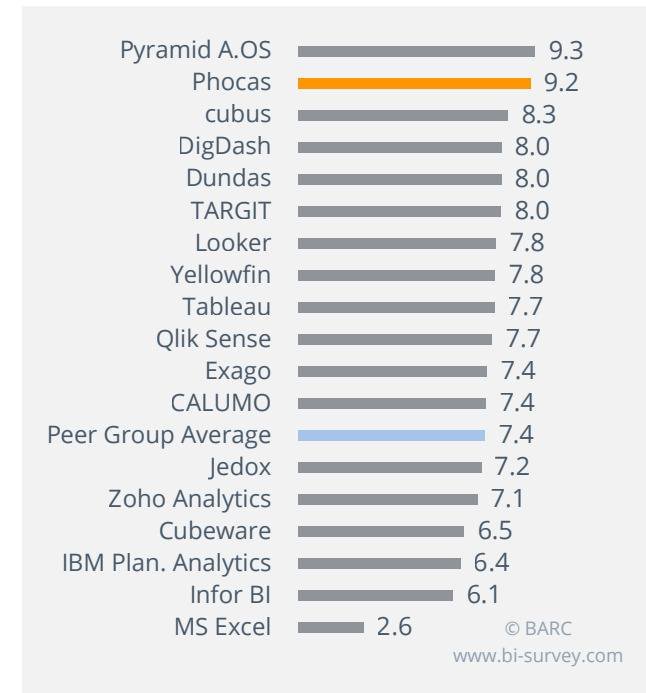
Functionality



Functionality – Leader



Peer group: Ad hoc reporting-focused products



Phocas concentrates on the manufacturing, distribution and retail industry verticals and the sales and inventory business functions. It offers pre-built solutions and a business-oriented tool that enables non-technical users to view and build dashboards, or work in a tabular representation when more detail and analytical capability is required. Thanks to strong results in four of the five root KPIs that feed into the aggregated 'Functionality' KPI, Phocas achieves excellent results here. The software serves a wide range of users and has gained wide acceptance. The breadth of current and planned use cases speaks to its ability to fulfil the requirements of customers.

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).

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Other Surveys



The BARC **BI Trend Monitor 2019** reflects on the trends currently driving the BI and data management market from a user perspective. We asked close to 2,700 users, consultants and vendors for their views on the most important BI trends.



The Planning Survey 19 is the world's largest survey of planning software users. Based on a sample of over 1,300 responses, it offers an unsurpassed level of user feedback on 22 leading planning products. Find out more at www.bi-survey.com



The Advanced Analytics Survey 19 - BARC's new survey-based study - gauges satisfaction among advanced analytics, data discovery and data preparation software users worldwide. Ten leading software products are compared in detail.

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