

The Planning Survey **18**

The world's largest survey of planning software users

Vendor Performance Summary
A summary of the headline results for

Prophix



BARC

A CXP GROUP COMPANY

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Introduction

The Planning Survey 18 is the largest and most thorough fact-based analysis of the planning and budgeting market currently available. It is not based on anecdotal accounts or personal opinions, unlike much analyst research, neither is it intended to be a measure of market shares. Instead, it sets out to analyze market trends and produce meaningful comparisons of competing products across a wide range of critical software and vendor-related criteria. The Planning Survey also provides a detailed quantitative analysis of why customers buy planning tools, what they are used for, what problems they experience with the tools and how successful they are.

This is the fourth edition of The Planning Survey. It employs the same proven methodology as The BI Survey (formerly The OLAP Survey), which has been conducted annually since 2000. Based on the real-world experiences of 1,465 respondents, much of its value lies in the effective analysis of such an impressive, well-distributed sample.

The Planning Survey 18 features 17 planning products from 16 different vendors. It includes not just products from well-known global giants such as IBM, Oracle and SAP, but also tools from much smaller vendors that ordinarily don't get much press but which, in many cases, offer outstanding value to customers.

After data cleansing and removing responses from participants unable to answer specific questions about their use of planning products, we were left with a sample of 931 end users, 199 consultants and 177 vendor and reseller employees. Participants from all over the world took part in The Planning Survey 18. 40 percent of respondents stated they have a finance and controlling job function, 19 percent have an IT job function while the rest perform various line-of-business roles.

The findings from The Planning Survey 18 are presented in several documents, each focusing on a specific set of the survey results.

Document	Description
The Planning Survey 18 – The Results	An overview and analysis of the most important findings and topical results from The Planning Survey 18. Includes advice to buyers of planning software as well as users of existing planning solutions based on the results of our analysis.
The Planning Survey 18 – Sample, Products, Methodology and KPIs	Provides details of the sample, the products included and an overview of our methodology. Descriptions of the KPIs used in The Planning Survey 18 are also provided, including details of our calculation methods.
The Planning Survey 18 – Vendor Performance Summaries	A series of executive reports on each product featured in The Planning Survey 18. Each report contains a short vendor and product overview by BARC's analyst team plus a summary of the relevant product-related results from The Planning Survey 18.

Peer groups

The Planning Survey 18 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:

- 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?
- 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?
- Geographical reach – Does the vendor have a truly global reach or does it do the vast majority of its business in Europe?
- Focus – Is the product focused on planning and performance management only or also on business intelligence?

Prophix features in the following peer groups:

- Flexible Planning Platforms
- BI-focused Products

The KPIs

The Planning Survey 18 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 20-30 (depending on the KPI) for each of the questions that feed into the KPI are included in the analysis.
- 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, product scores.

For more details on the KPIs, see our 'Sample, Products, Methodology and KPIs' document.

Vendor and product overview

Vendor profile	
Vendor	Prophix
Product	Prophix
Offices	Offices in Canada (HQ), United States, Denmark, United Kingdom, Germany and Brazil
Employees	> 230
Customers	> 3,000
Revenues (2017)	n/s

Founded in Canada in 1987, Prophix began as a software distributor implementing financial applications. In the year 2000, the organization released its own performance management software, also called Prophix, recognizing the market's need for innovative planning and reporting systems. Today, Prophix has more than 230 employees worldwide and over 3,000 customers in more than 100 countries, covering all company sizes and industries. Prophix customers mainly come from North America, while approximately 350 are located in Europe. The product is available on-premises and in the cloud.

Prophix is a flexible, integrated performance management product for planning, reporting, OLAP analysis and dashboarding based on Microsoft technologies. A framework for financial consolidation is also available. Data and metadata in Prophix is stored in Microsoft SQL Server as well as the database's multidimensional component Analysis Services. The vendor has a strong focus on business departments in mid-size companies with typically 50-100 users per implementation. However, there are much larger implementations as well.

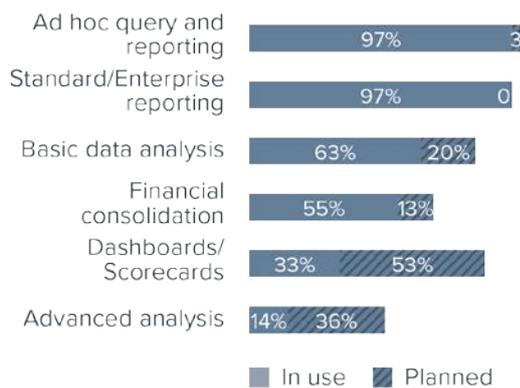
Prophix does not confine itself to any one single planning topic (financials, sales, HR etc.). The product can be used to create individual planning applications with capabilities for top-down and bottom-up planning including workflow functions to control planning processes. It contains little predefined business content (e.g. for financial planning). However, partners do offer predefined business content with Prophix for specific topics or industries. Planning forms, like reports, are created in an Excel-like environment in Prophix. An installed Windows client, an HTML5 web client and an Excel add-in are available as front ends to enter plan data or to work with reports, analyses and dashboards.

User and use case demographics

This year we had 32 responses from Prophix users. 89 percent use version 12, and 11 percent run version 11.

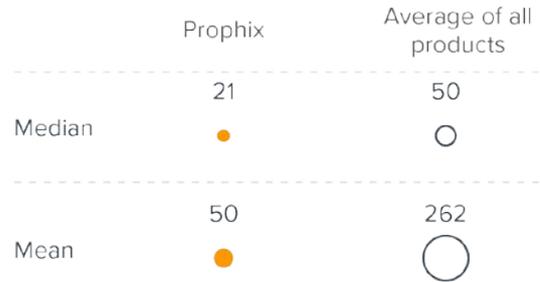
Current vs. planned use (besides planning)

n=32



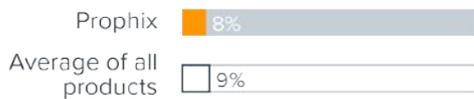
Total number of users per company

n=32



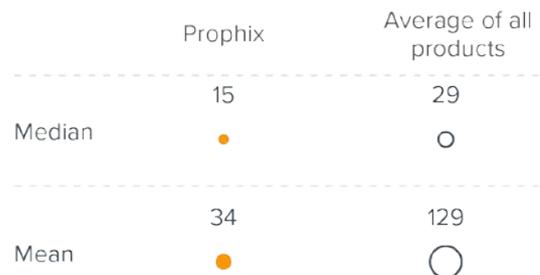
Percentage of employees using Prophix

n=32



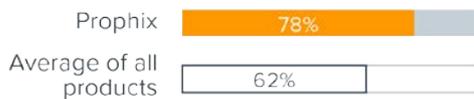
Planning users per company

n=32



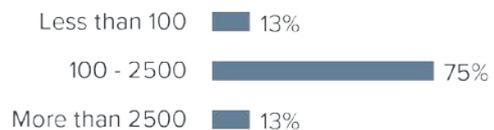
Planning users (as a percentage of all users)

n=32



Company size (employees)

n=32



Besides planning, customers mainly use Prophix for ad hoc query and reporting, standard/enterprise reporting and basic data analysis. 53 percent of respondents plan to use it for dashboards/scorecards and 36 percent for advanced analysis in the future. Prophix targets mid-sized companies across all industries. 75 percent of our sample of Prophix customers come from mid-sized companies (100-2,500 employees) with a median of 21 users (with 15 of them using planning functionality). The mean of 50 users (34 for planning) shows there are also some larger implementations. 78 percent of Prophix users are planning users – well above the survey average of 62 percent – reflecting the fact that Prophix is essentially a planning tool rather than a BI tool.

Why organizations buy Prophix

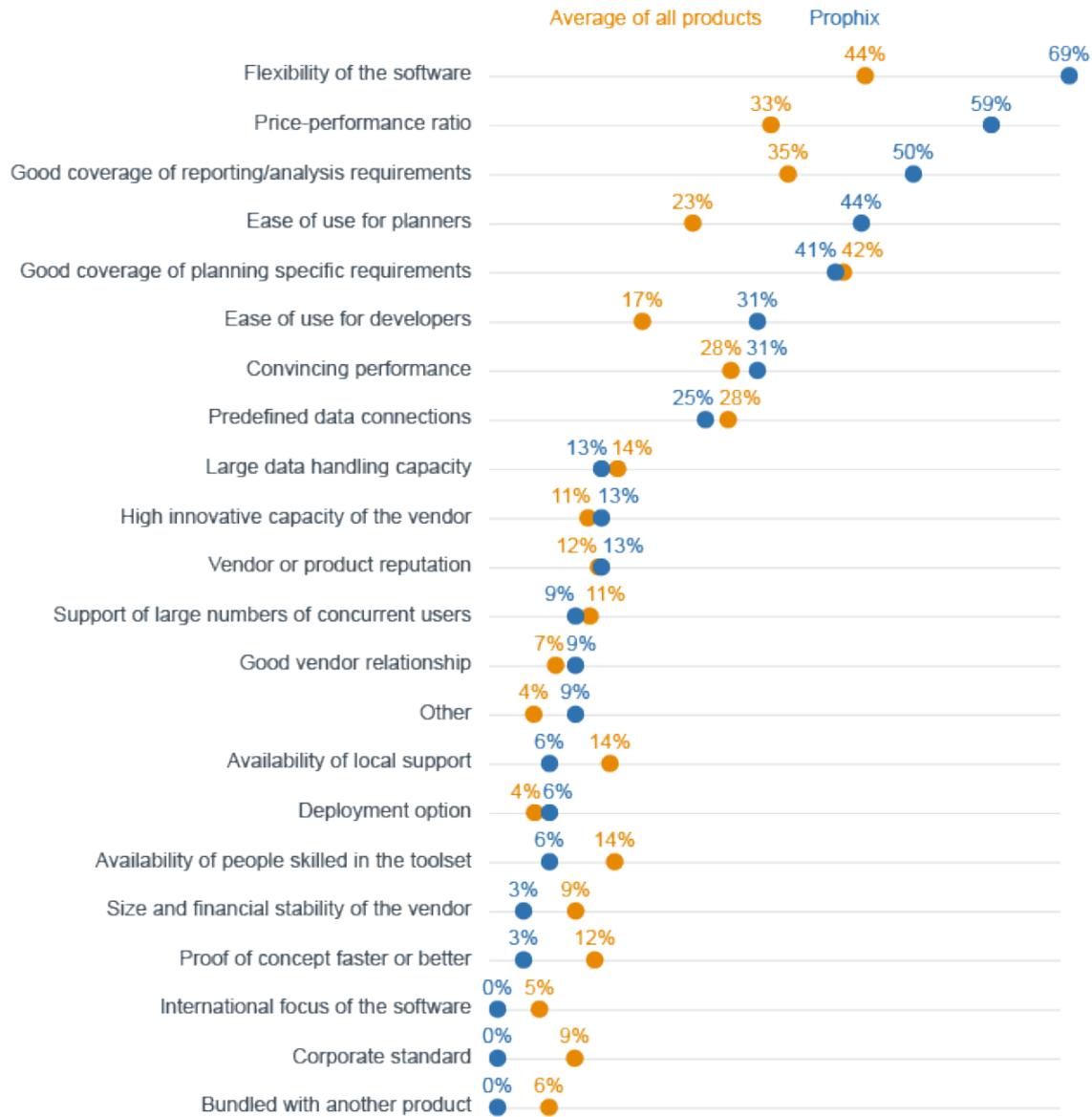


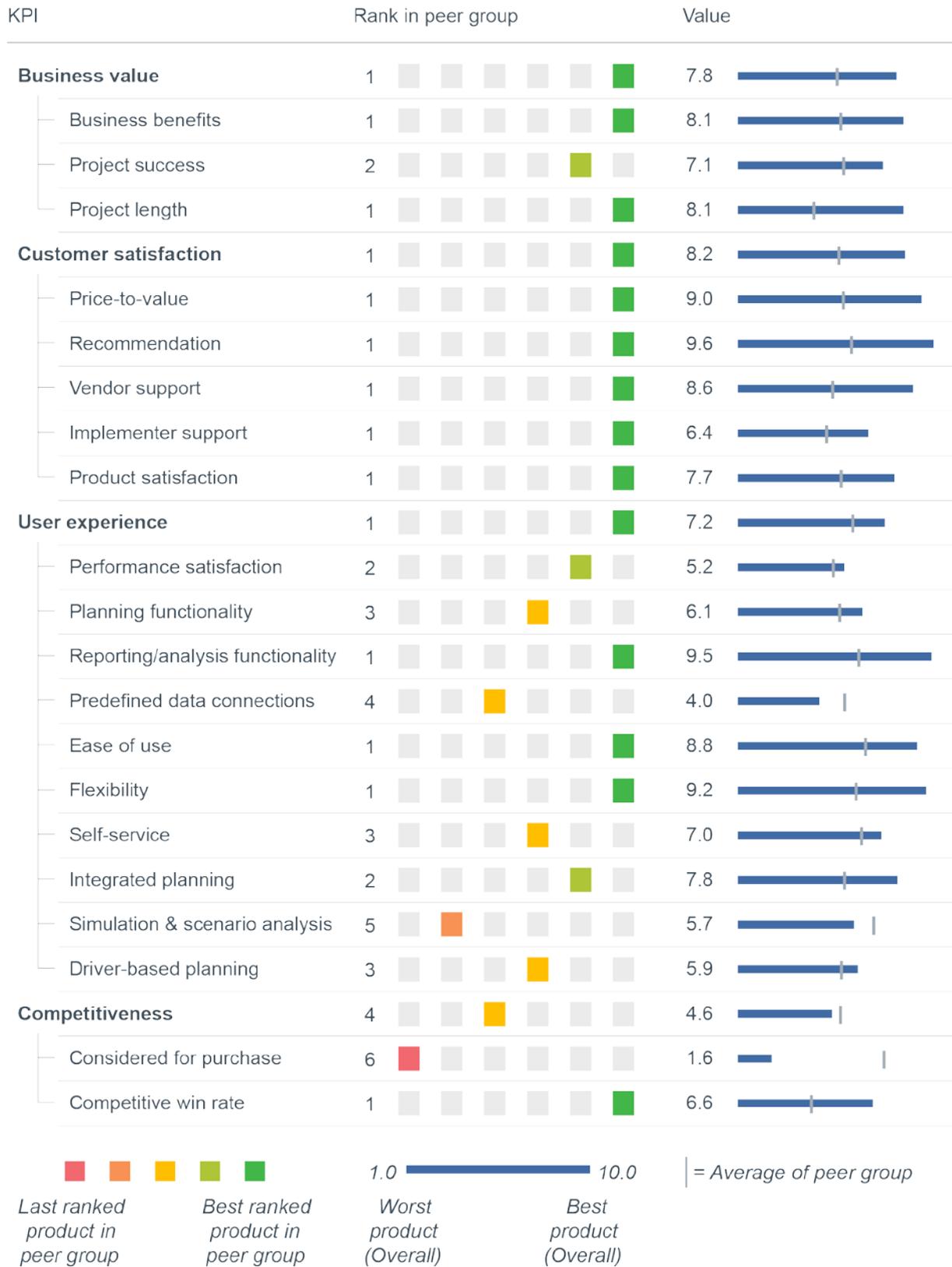
Figure 1: Reasons why Prophix is purchased vs. average of all products (n=32)

Problems encountered by Prophix users

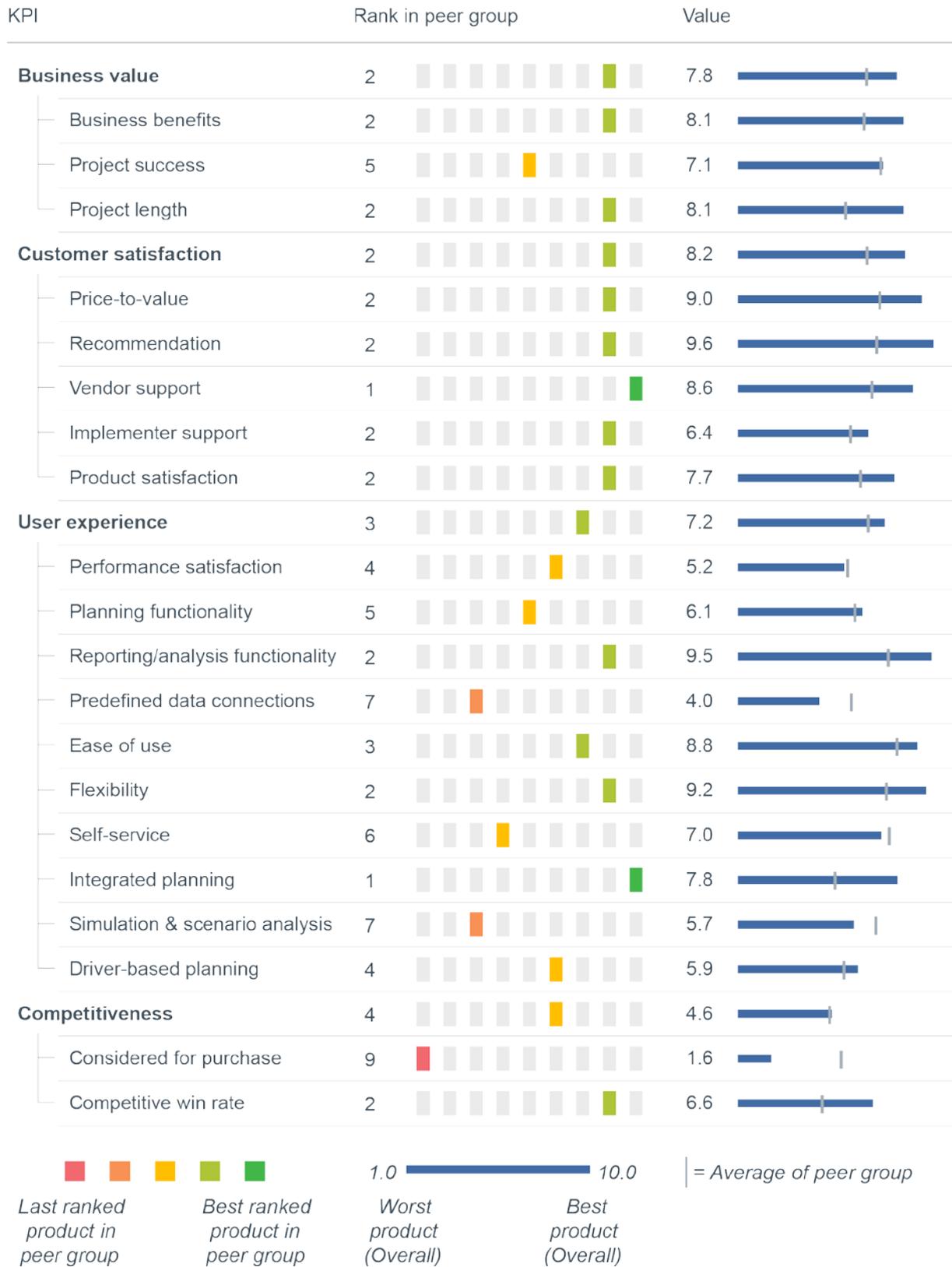


Figure 2: Problems for Prophix users vs. average of all products (n=32)

KPI results for Profix in the 'Flexible Planning Platforms' peer group



KPI results for Profix in the 'BI-focused Products' peer group



Customer feedback summary for Prophix

Above average customer feedback

- Prophix offers flexible and comprehensive planning functionality with complementary options for reporting and analysis. Business benefits such as increased planning frequency, reduced planning complexity, more precise/detailed planning and improved integration of different sub-budgets, overall leading to increased competitive advantage and better quality of planning results are achieved by an above-average proportion of Prophix users compared to other planning products. The level of implementation satisfaction and the frequency of projects completed on time and on budget are high. Project goals defined at the outset are often reached. Projects with Prophix are usually quite quick and many customers are satisfied with the speed of their implementations. The Planning Survey results prove that Prophix creates real business value for customers.
- Prophix customers are largely satisfied with the vendor and its product, which they believe has an attractive price-performance ratio. 44 percent of respondents say they have no significant problems using Prophix and 91 percent say they are 'somewhat satisfied' or 'very satisfied'. These factors contribute to Prophix's high recommendation rate, which is excellent in both its peer groups. Many customers feel they can recommend the product to other organizations. Recommendation is an important factor in winning new customers. If customers are not satisfied with their implementations, the support or the benefits they achieve with a product, they are much less likely to recommend it to other companies.
- Prophix is essentially a comprehensive CPM tool, integrating planning and BI options. Besides planning functionality, it also offers reporting, OLAP analysis and dashboarding functionality based on Microsoft technologies. Reports, like planning forms, are created in an Excel-like environment in Prophix. 'Good coverage of reporting/analysis functionality' is a prominent reason why companies choose the product. Our survey results indicate that Prophix customers are largely satisfied with the product's reporting and analysis functionality.
- 'Ease of use for planners' and 'Ease of use for developers' are among the main reasons why companies buy Prophix. The level of complaints about ease of use post-implementation is quite low. The vendor has a strong focus on business departments in mid-size companies and has worked hard to make its product easy to use and user-friendly for business departments. Business power users in particular can create individual applications without needing any programming skills.
- 'Flexibility of the software' is the number one reason why companies choose Prophix. The product can be used to address a variety of use cases with capabilities for top-down and bottom-up planning including workflow functions to control planning processes. Complaints about inflexibility are quite rare. Prophix provides a flexible environment for building individual planning and CPM applications, extended with functionality for reporting, analysis and dashboarding. It contains little predefined business content and can be used for a variety of planning topics (financials, sales, HR, etc.) in any industry sector.
- Users can create random planning models on different aggregation levels (strategic as well as operational planning) for an integrated enterprise planning approach (including financial planning). If required, a framework for financial consolidation is also available. Customers are quite satisfied with the capabilities Prophix offers to address various planning topics on one common platform.

Below average customer feedback

- 'Performance too slow' is a problem encountered by an above-average proportion of Prophix users. This finding is a little surprising considering that Prophix is usually deployed in mid-sized scenarios with middling data volumes and concurrent user numbers. Data and metadata in Prophix is stored in Microsoft SQL Server as well as the database's multidimensional component Analysis Services. In general, Microsoft's database is not known as the best performing database for write-back in planning scenarios on the market, and it could have as much influence on poor performance as the front end itself. Performance issues, whether caused by the front end or the underlying database, play a vital role in user acceptance of planning and CPM products. If they are not satisfied with the performance of a product, sooner or later they will not use it anymore.
- Data integration is often done with Microsoft SQL Server Integration Services, SQL Server's integrated ETL component. Integration Services have a technical user interface in the database environment and are not really suitable for business users so tasks such as integrating data typically require IT support. Users give Prophix a low ranking for its predefined data connections.
- Prophix customers are not entirely satisfied with the product's simulation and scenario analysis functionality. In general, Prophix provides adequate functionality for simulating and comparing scenarios without any limitations. However, there are no advanced wizards or simulation capabilities to support business users. The product can store a variety of active scenarios with no limitations. As with other multidimensional planning tools, simulations and scenarios can be implemented using a separate (scenario) dimension in the planning model.
- While Prophix's competitive win rate – based on the percentage of deals won in competitive evaluations against other vendors – is quite good, the vendor does not have the market presence to be widely considered for purchase. Prophix is very well known in North America. In other parts of the world, its market presence and visibility decline significantly.

About BARC

BARC — Business Application Research Center A CXP Group Company

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.

Along with CXP and Pierre Audoin Consultants (PAC), BARC forms part of the CXP Group – the leading European IT research and consulting firm with 155 staff in eight countries including the UK, US, France, Germany, Austria and Switzerland. CXP and PAC complement BARC's expertise in software markets with their extensive knowledge of technology for IT Service Management, HR and ERP.

BARC research reports bring transparency to the market



BARC's **BI Trend Monitor 2018** reflects on the trends currently driving the BI and data management market from a user perspective. We asked close to 2,800 users, consultants and vendors for their views on the most important BI trends.



'BI and Data Management in the Cloud': A BARC and Eckerson Group study on current attitudes, issues and trends relating to the use of BI and DM technologies in the cloud. [Download here.](#)



The BI Survey 17 is the world's largest annual survey of BI users. Based on a sample of over 3,000 survey responses, The BI Survey 17 offers an unsurpassed level of user feedback on 42 leading BI solutions. Find out more at <http://bi-survey.com>.

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