



THE BI Survey 16

The world's largest survey of BI software users



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

Longview Analytics



A CXP GROUP COMPANY



Peer group
Integrated performance management products

1. Top-ranked in

- Data volume
- Big data analytics
- Mobile BI
- Visual design standards
- Innovation
-

Leader in

- Business benefits
- Project success
- Business value
- Cloud BI
- Operational BI
- Implementer support

Peer group
EMEA-focused vendors

1. Top-ranked in

- Data volume
- Cloud BI
- Visual design standards
- Operational BI
-

Leader in

- Business benefits
- Big data analytics
- Innovation
- Implementer support

Peer group
Dashboarding-focused products

1. Top-ranked in

- Visual design standards
-

Leader in

- Project success
- Implementer support
- Flexibility for users



Summary

Once again this year, Longview Analytics has achieved a good set of results in The BI Survey, standing out in KPIs such as ‘Flexibility for users’, ‘Innovation’, ‘Project success’ and ‘Business benefits’. Longview Analytics’s approach to business intelligence – offering a highly flexible development platform that can access numerous data sources – clearly seems to convince customers, particularly in mid-size and large enterprises. With tailored dashboarding, reporting, analysis and planning applications developed with Longview Analytics, customers stand to gain many business benefits.

THE BI Survey 16 Longview Analytics top ranks





THE BI Survey 16 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from February 2016 to May 2016. In total, 3,137 people responded to the survey with 2,611 answering a series of detailed questions about their usage of a named product. Altogether, 37 products (or groups of products) are analyzed in detail.

THE BI Survey 16 examines BI product selection and usage among users in categories (KPIs) including business benefits, project success, business value, recommendation, customer satisfaction, customer experience, innovation and agility. There are 32 KPIs in total.

This document contains just a selection of the headline findings for Longview Analytics. It does not show all the KPI results and focuses mainly on the positive findings.

For more information on the survey visit our new [BI Survey homepage](#).

Longview overview

Founded in Germany in 1993, arcplan itself has around 100 employees worldwide including 30-40 developers and 20-25 consultants. The company serves over 3,200 clients from its headquarters in Langenfeld, Germany, as well as further offices in Europe, the Americas and Asia. Approximately 60-70 percent of arcplan's clients are based in the DACH region.

In March 2015, arcplan announced it will merge with Canada-based Longview Solutions, a leading provider of CPM and tax provision software solutions. Longview is a privately held company backed by Marlin Equity Partners, a global investment firm with over \$ 3 billion of capital under management. The goal of the merger is to create and provide an integrated product portfolio leveraging the flexibility of arcplan's BI and analytics functionality as well as Longview's robust CPM and Tax solutions.

Longview Analytics, the vendor's main BI pro-

duct, offers a flexible, visual development environment for building individual BI applications for dashboards, reporting, analysis and planning. In BARC's view Longview Analytics is one of the most flexible tools on the market for custom-building a range of BI applications with individual screen layouts using responsive design, and enabling those applications to be deployed on the Web or mobile devices. Longview Analytics provides connectivity to over 20 relational and multidimensional data sources, catering for all the major databases.

Longview Analytics customer responses

This year we had 36 responses from Longview Analytics users. All of them used Version 8.

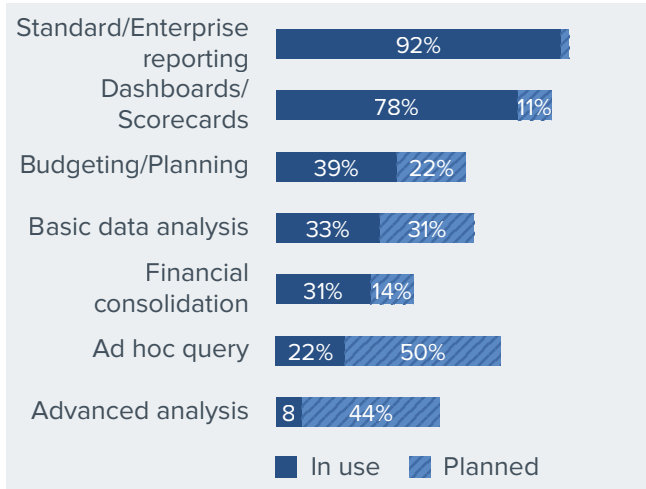
Versions used

n=21



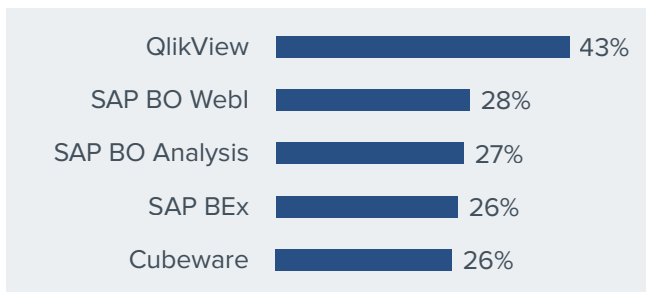
Current vs. planned use

n=36



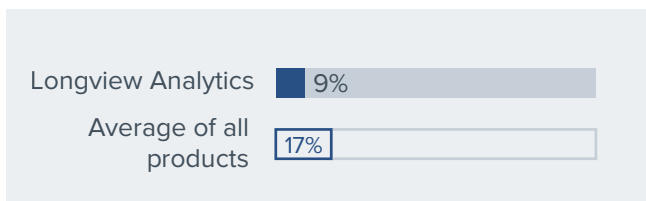
5 products most often evaluated in competition with Longview Analytics

n=117



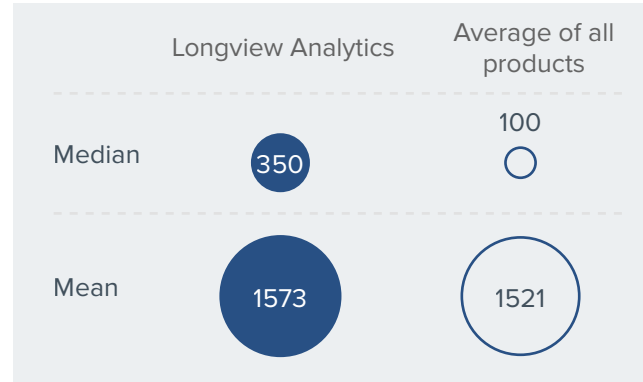
Percentage of employees using Longview Analytics

n=35



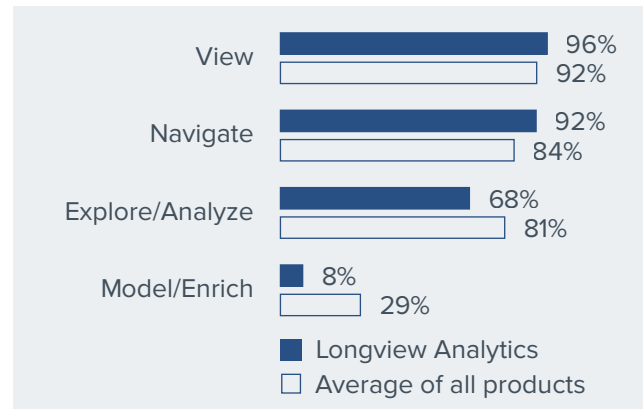
Number of users using Longview Analytics

n=29



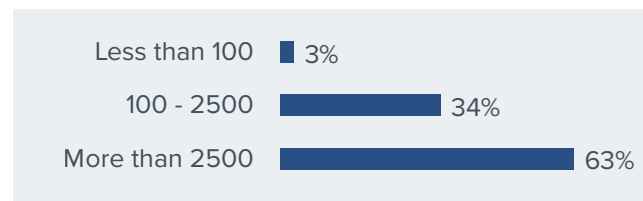
Tasks carried out with Longview Analytics by business users

n=25



Company size (employees)

n=35



User & use case demographics



Comment

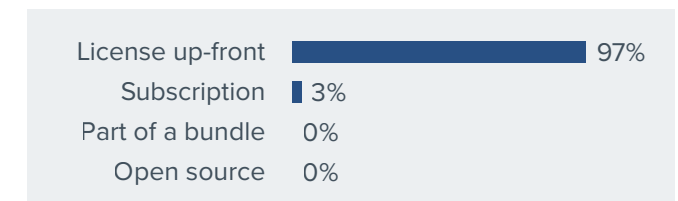


Comment

Longview Analytics's strengths are standard/enterprise reporting and dashboarding applications. Ad hoc query, advanced and basic data analysis are seen as future use cases for many customers. The percentage of employees using Longview Analytics is significantly below The BI Survey average, which is due to the vendor's regular usage approach. In typical scenarios, a few specially trained tech-savvy developers - often from IT - use Longview Analytics to create custom-built BI applications for business users in their organizations. Viewing and navigating data, and not necessarily modeling/enriching data, are the tasks most commonly performed with Longview Analytics by business users. The product is mainly used by large corporations and mid-sized companies with a median of 350 users per installation. However, there are several significantly larger implementations as well, reflected in the mean of 1,573 users.

Licensing models

n=33



The KPIs

THE BI Survey 16 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 feeds 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 20-25% of products listed in the chart.

Peer Group Classification

THE BI Survey 16 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.

Longview Analytics features in the following peer groups:

- Dashboarding-focused products
- Integrated performance management products
- EMEA-focused vendors

Peer Groups Overview

[Large 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.

[Self-service 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.

[Visual 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.



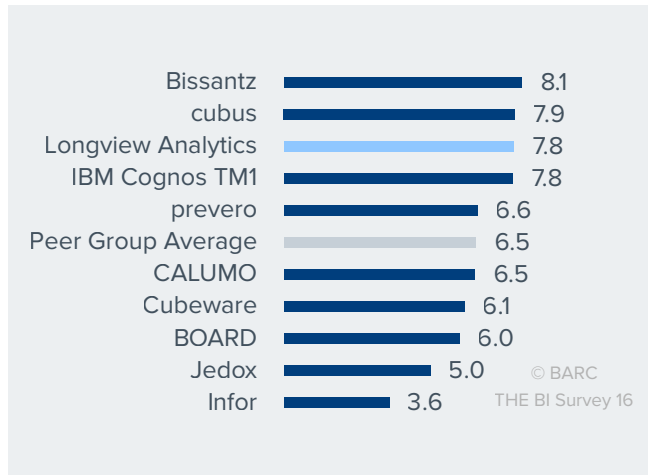
Business benefits

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

Business benefits – Leader

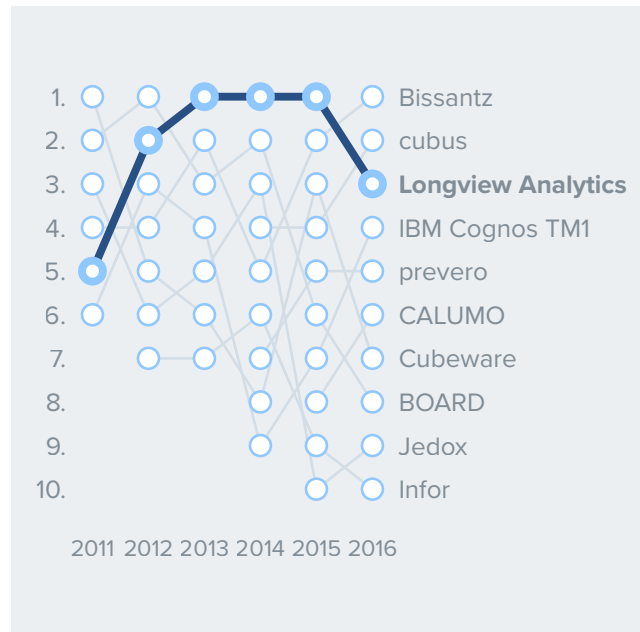


Peer group: integrated performance management products



Consistently outstanding in business benefits

Peer group: integrated performance management products



Business benefits

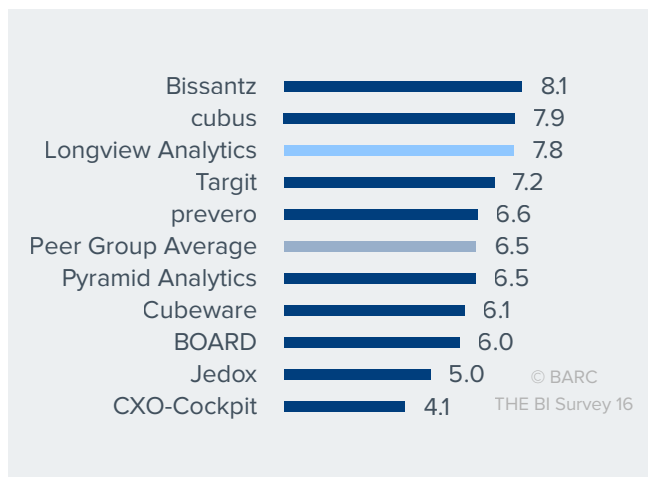



Customers can enjoy several benefits from using Longview Analytics. Users cite more accurate and faster reporting, analysis or planning, improved employee satisfaction, improved data quality and improved operational efficiency as the main benefits, leading to better business decision making overall. As a result, Longview Analytics is a leader in the integrated performance management products and EMEA-focused vendors peer groups with consistently outstanding ratings for business benefits in recent years. Business intelligence deployments cannot claim to be successful unless they deliver some level of business benefits, so we consider this KPI to be one of the most important measures in The BI Survey.

Business benefits – Leader



Peer group: EMEA-focused vendors





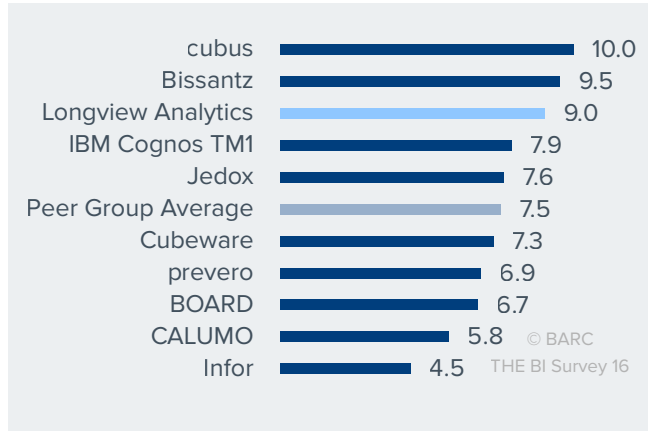
Project success

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

Project success – Leader

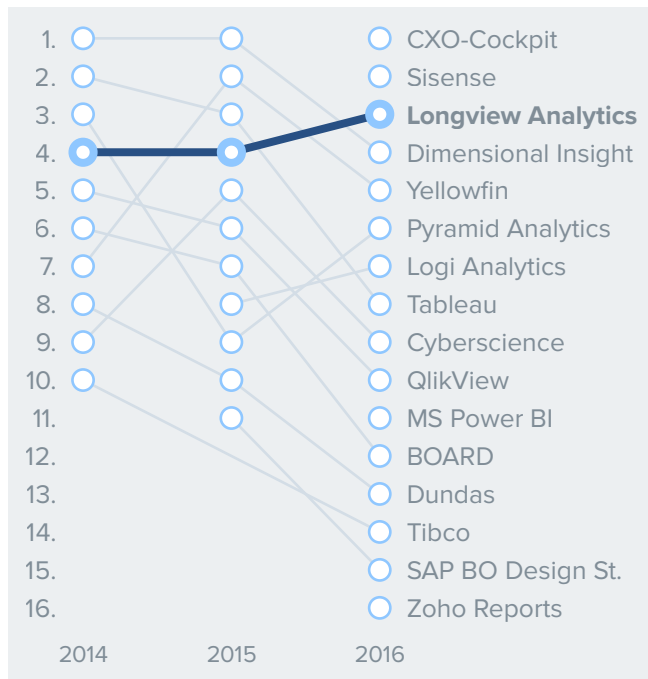


Peer group: integrated performance management products



Consistently outstanding in project success

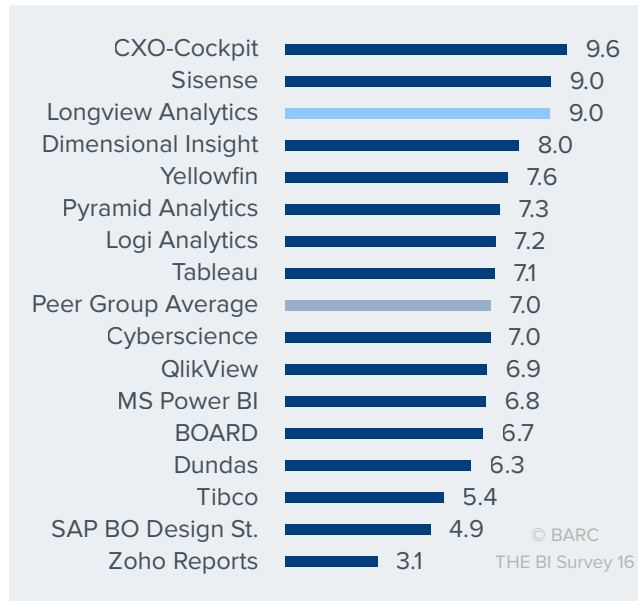
Peer group: dashboarding-focused products



Project success – Leader

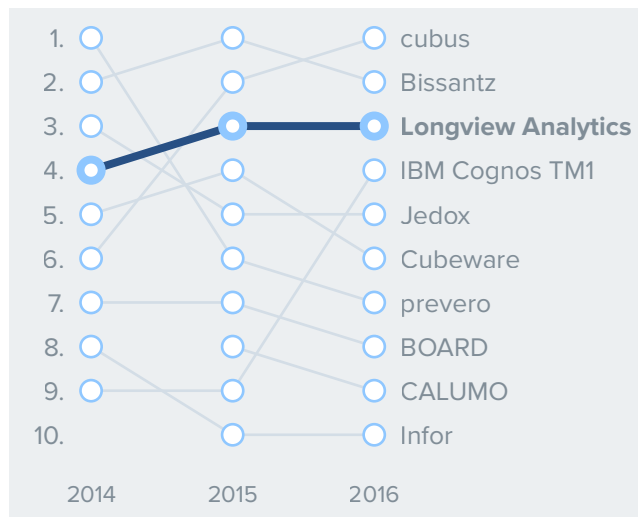


Peer group: dashboarding-focused products



Consistently outstanding in project success

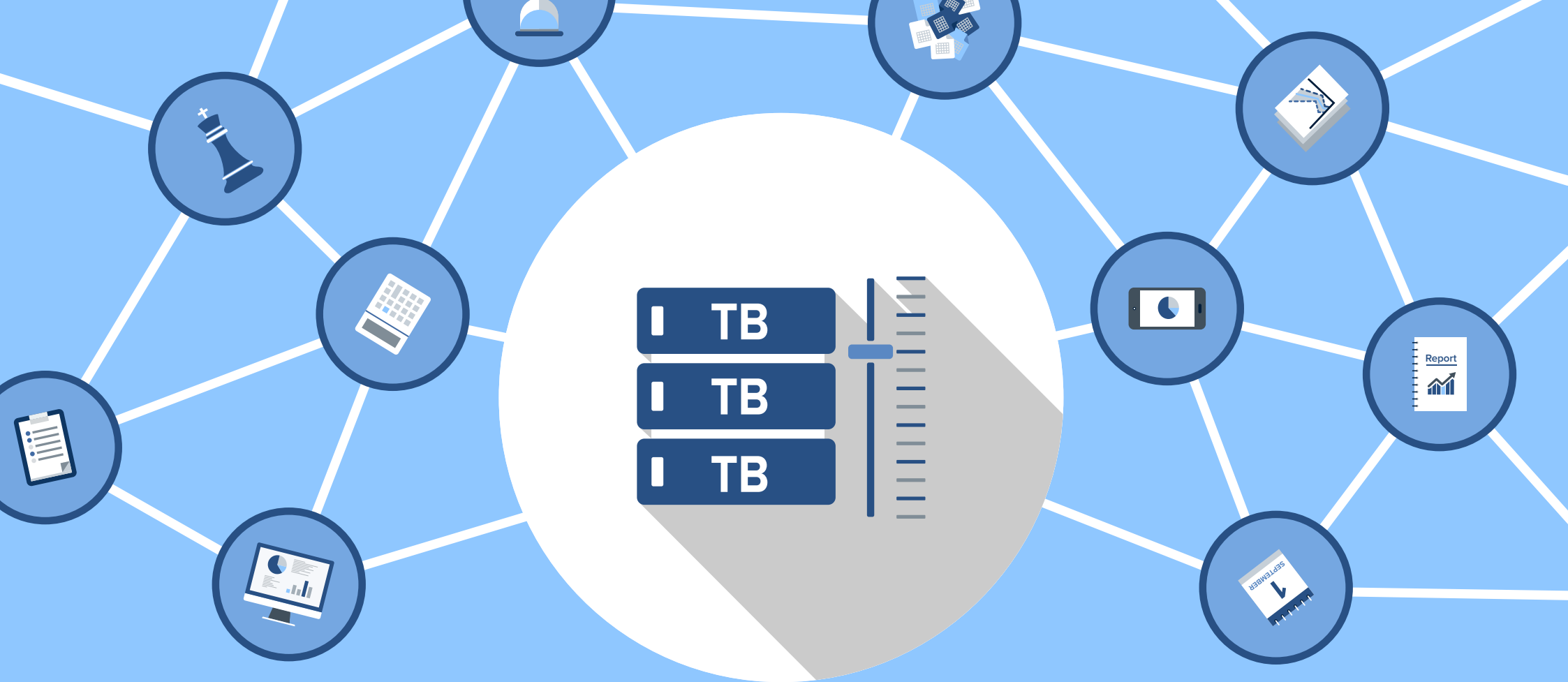
Peer group: integrated performance management products



Project success



Projects with Longview Analytics are usually successful, and are often completed on time and within budget. The implementation satisfaction level at customer sites is high. In BARC's view, the secret behind this result is the product's flexibility and the high level of customization that can be built into Longview Analytics applications. Delivering exactly what the customer needs, tailored applications built with Longview Analytics often precisely meet with users' expectations. In this sense, projects are often regarded as successful, leading to a respectable third-place in two peer groups.



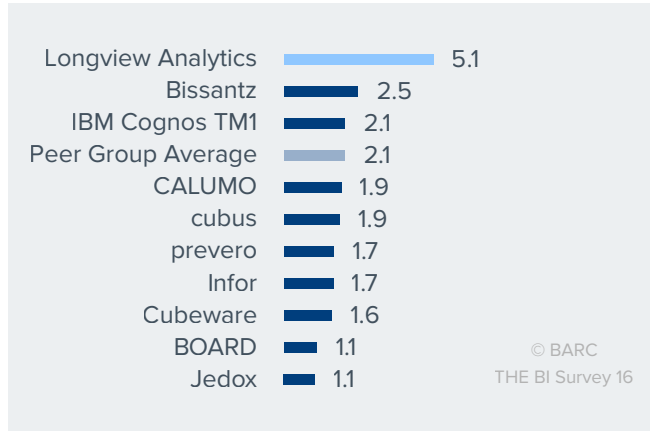
Data volume

This KPI is based on the median volume of data in databases used with the BI tool.

Data volume – Top-ranked



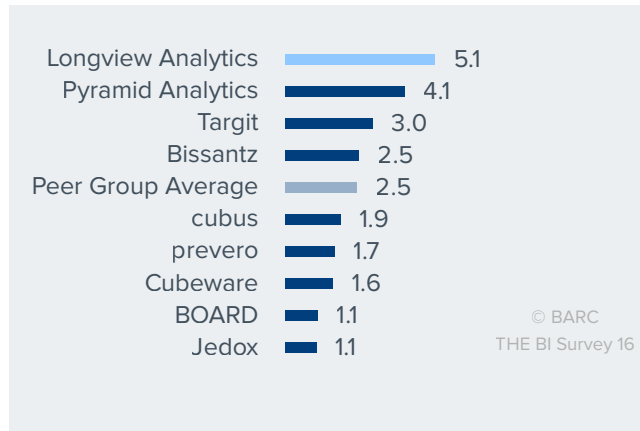
Peer group: integrated performance management products



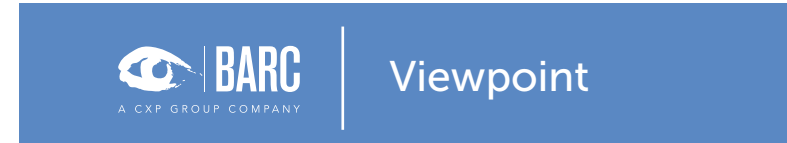
Data volume – Top-ranked



Peer group: EMEA-focused vendors



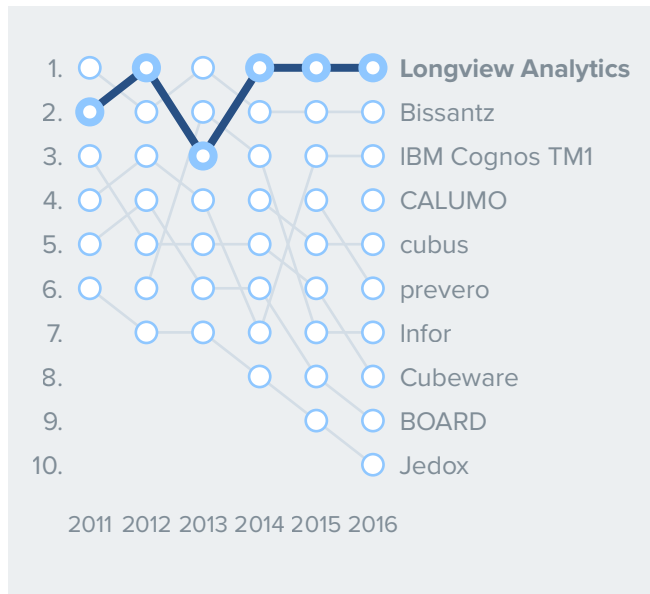
Data volume



Longview Analytics's data handling capacity can satisfy the requirements of most organizations, accessing a higher volume of data than other products in the integrated performance management products and EMEA-focused vendors peer groups. Moreover, while many BI vendors focus on a small handful of data sources, Longview Analytics provides connectivity to over 20 relational and multidimensional data sources, catering for all the major databases including SAP HANA via MDX.

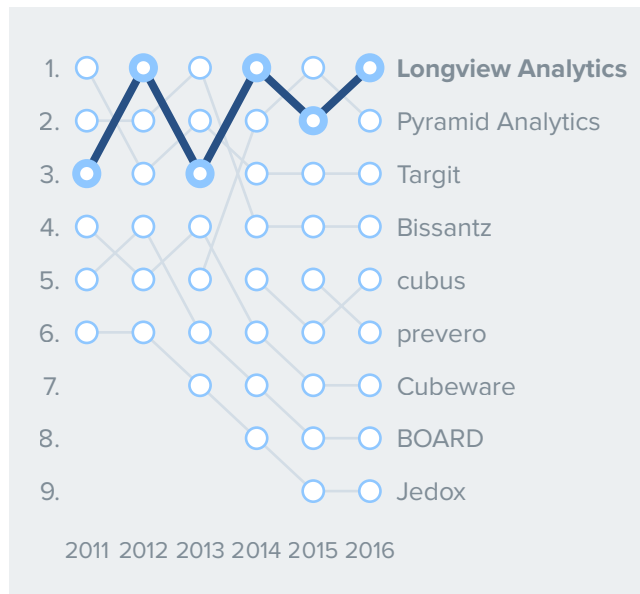
Consistently outstanding in data volume

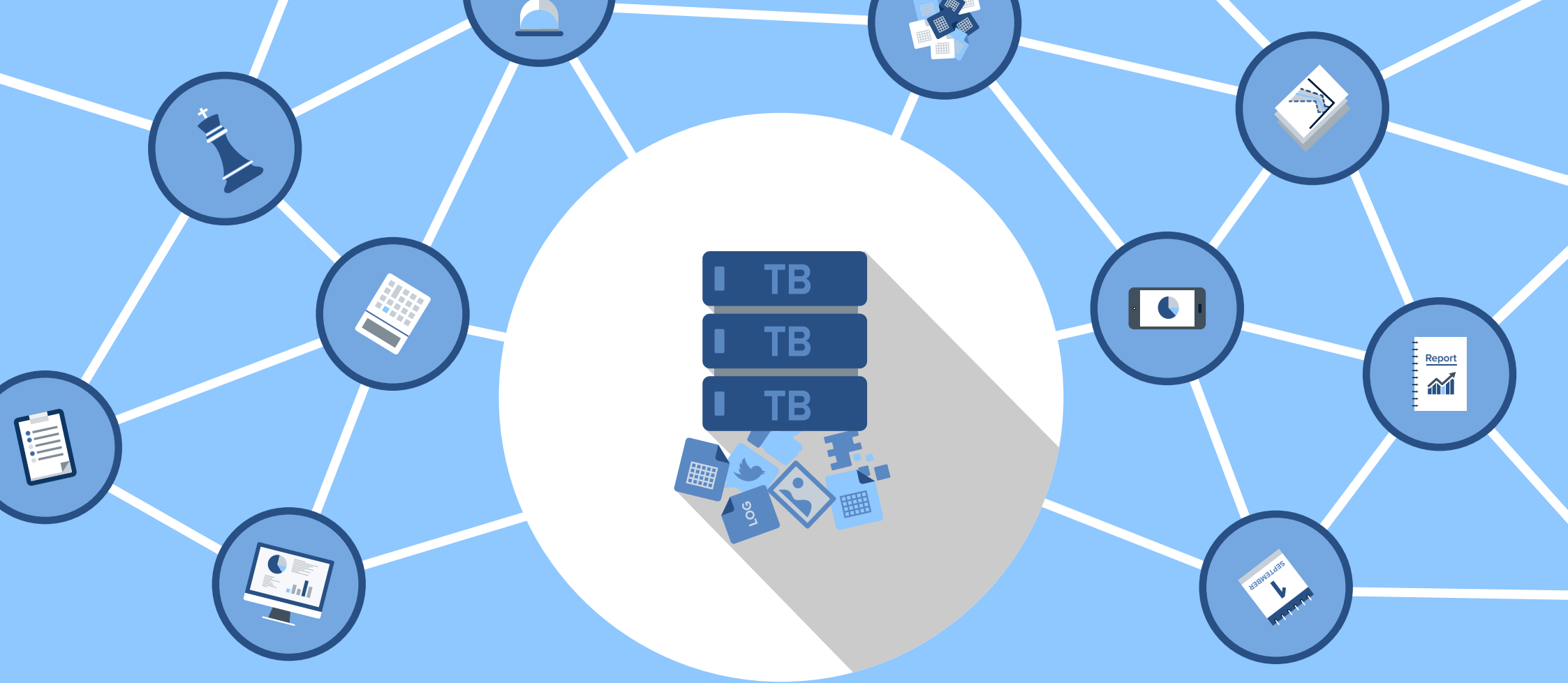
Peer group: integrated performance management products



Consistently outstanding in data volume

Peer group: EMEA-focused vendors





Big data analytics

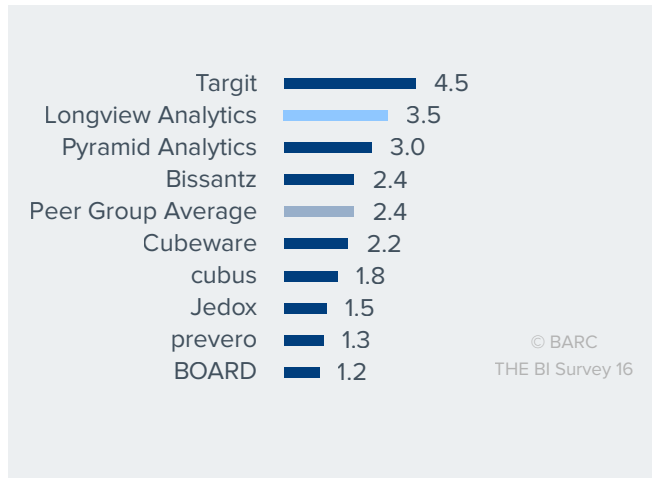
This KPI is based on the 'Data volume' KPI and how many sites currently use sensor data analysis, text data analysis and social media analysis with their BI tool.



Big data analytics – Leader



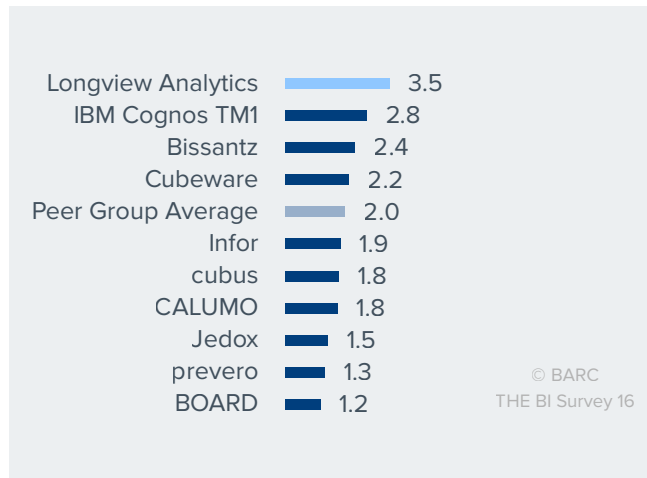
Peer group: EMEA-focused vendors



Big data analytics – Top-ranked

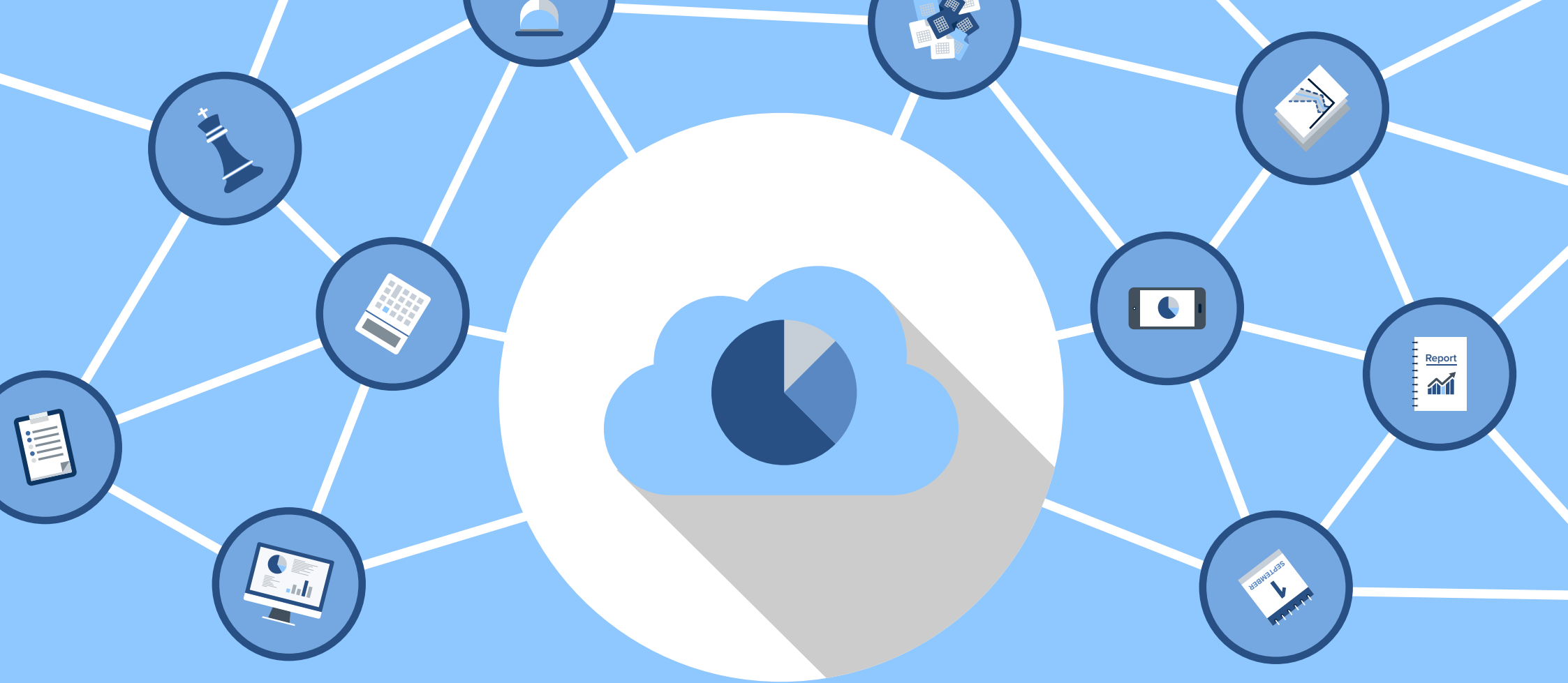


Peer group: integrated performance management products



Viewpoint

Longview Analytics has long provided access to Teradata, Oracle and IBM data sources capable of handling terabyte scale volumes, and SAP has also now certified its HANA connectivity via MDX. The vendor took a major step in addressing the business need to handle unstructured data when it announced support for Hadoop distributions via Simba Technologies' Apache Hive ODBC Driver with SQL Connector. BI Survey results underline that Longview Analytics is often used to analyze sensor, text and social media data. Consequently, Longview Analytics is ranked top for big data analytics in the integrated performance management products peer group.



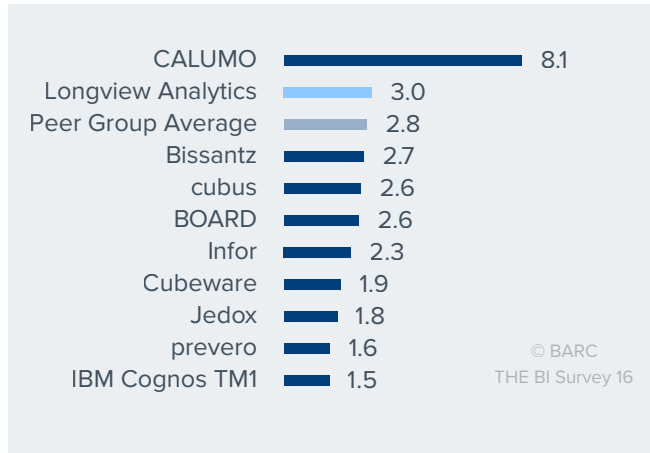
Cloud BI

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

Cloud BI – Leader



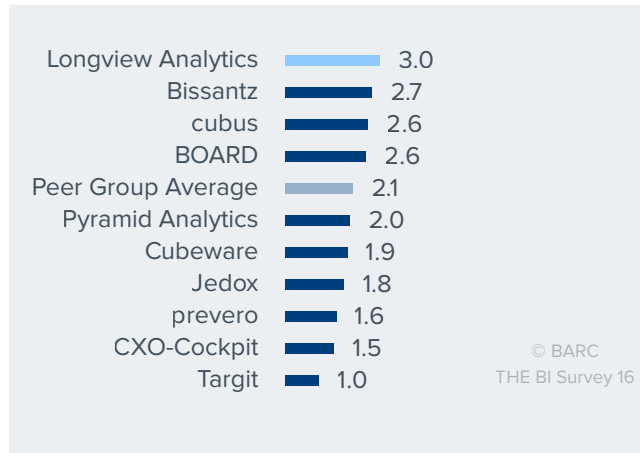
Peer group: integrated performance management products



Cloud BI – Top-ranked



Peer group: EMEA-focused vendors



Cloud BI

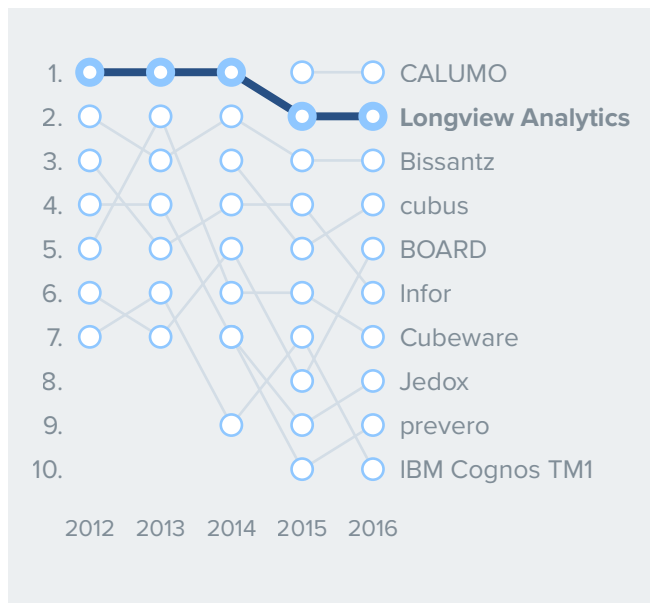


Viewpoint

Cloud-based business intelligence and performance management is an important market trend and many companies evaluate the benefits of this deployment option. Longview Analytics is cloud-ready and can be deployed quickly and easily in cloud infrastructures. Longview Analytics's application building tool still runs as a Windows client, but it is increasingly being used to develop cloud-based applications for business users throughout the organization. Longview Analytics has achieved consistently outstanding ratings for cloud BI for several years, and this year it is ranked first in the EMEA-focused vendors peer group.

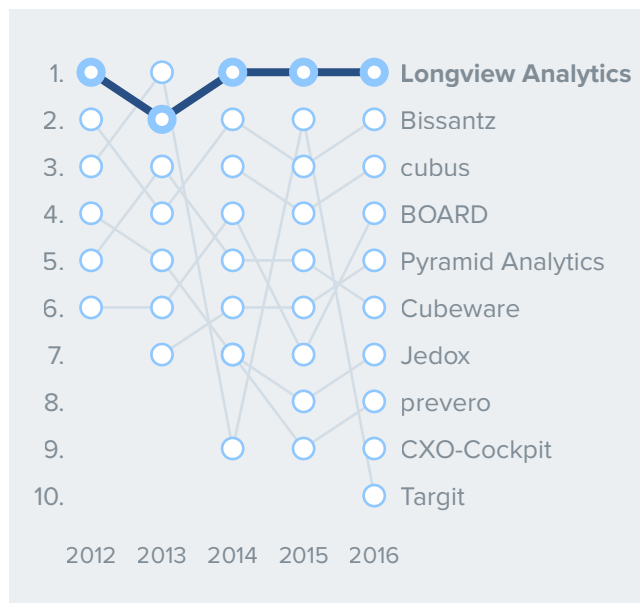
Consistently outstanding in cloud BI

Peer group: integrated performance management products



Consistently outstanding in cloud BI

Peer group: EMEA-focused vendors





Mobile BI

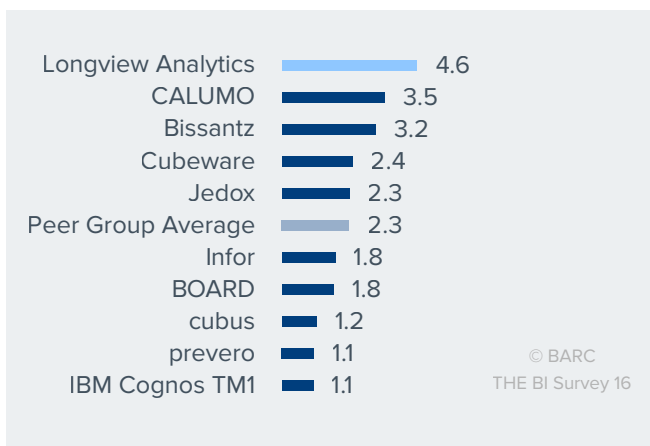
This KPI is based on how many sites currently use mobile BI with their BI tool.



Mobile BI – Top-ranked

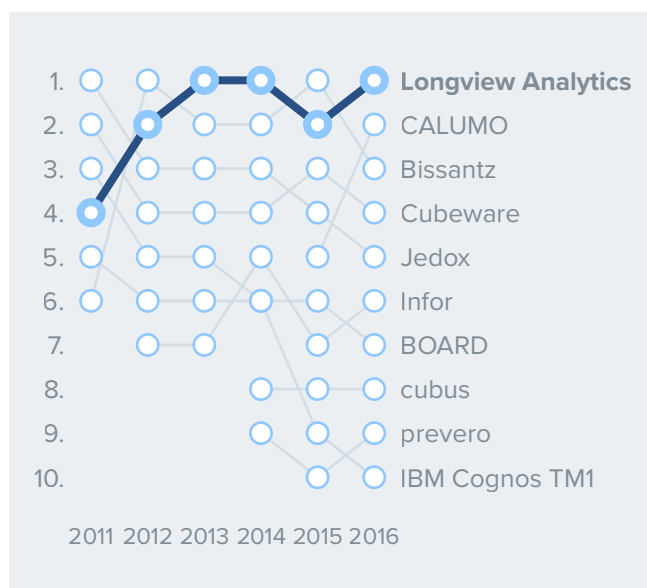


Peer group: integrated performance management products



Consistently outstanding in mobile BI

Peer group: integrated performance management products



Viewpoint

Mobility – via the responsive design approach – was one of the big advancements with Longview Analytics, leading to a considerable improvement in the ‘Mobile BI’ KPI in recent years. This so-called ‘DORA’ approach (Design Once, Run Anywhere) works by automatically adapting to the screen resolution of the device accessing the application, be it a laptop, desktop, tablet or smartphone device. With this comes the advantage of delivering identical functionality across all devices while reducing development cost and effort. Longview Analytics is top-ranked in the integrated performance management products peer group, leaving many well-known planning rivals behind.



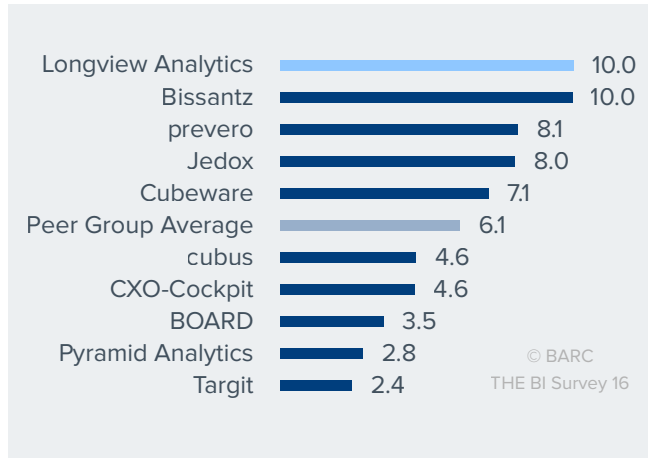
Visual design standards

This KPI is based on how many sites currently use visual design standards with their BI tool.

Visual design standards – Top-ranked



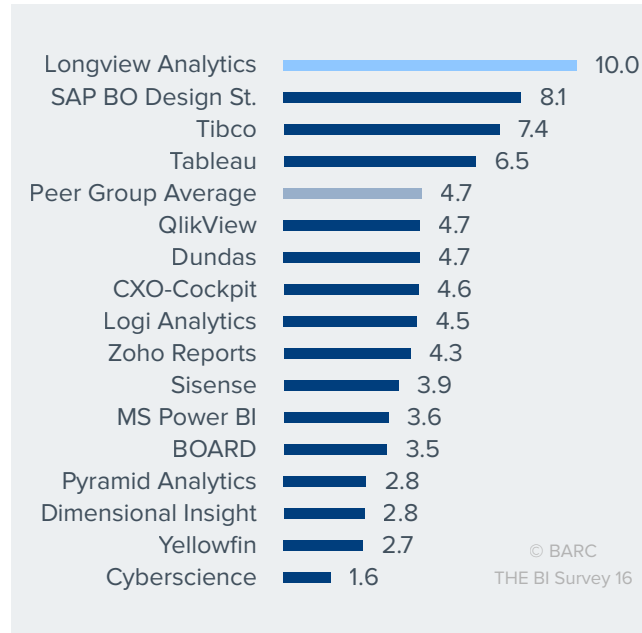
Peer group: EMEA-focused vendors



Visual design standards – Top-ranked



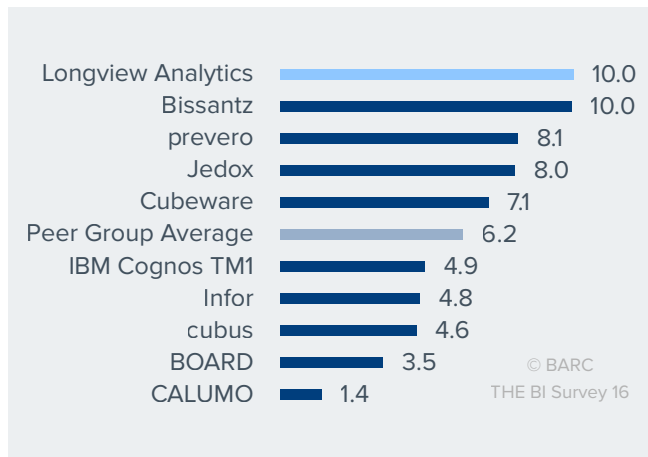
Peer group: dashboarding-focused products



Visual design standards – Top-ranked



Peer group: integrated performance management products



Visual design standards

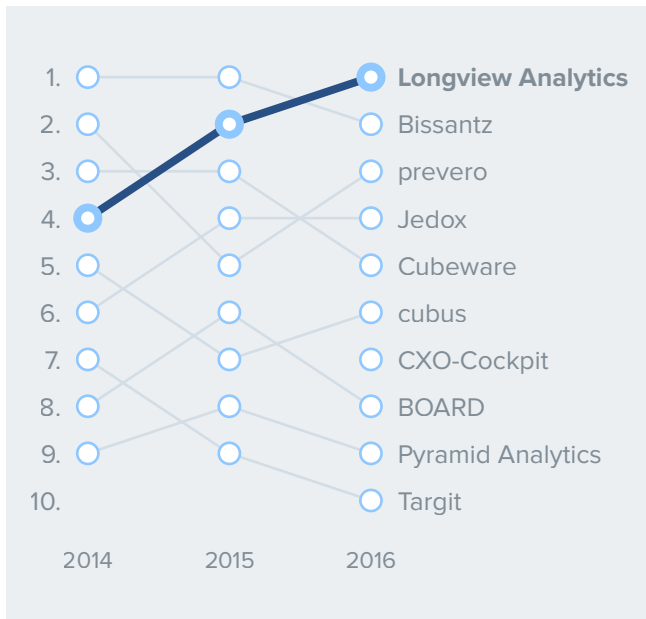


Viewpoint

Offering comprehensive charting opportunities – including bullet graphs, sparklines (micro charts) and pareto charts – Longview Analytics was the first BI software to be certified HICHERT®IBCS compliant by BARC (in April 2014), based on a series of tests of its capacity to create standardized, easy-to-interpret reports and dashboards. This fact confirms that Longview Analytics is clearly capable of supporting visual design standards including clear messaging to recipients, unifying meanings and condensing information. Longview Analytics is top-ranked for visual design standards in all of its peer groups, improving on its results from last year.

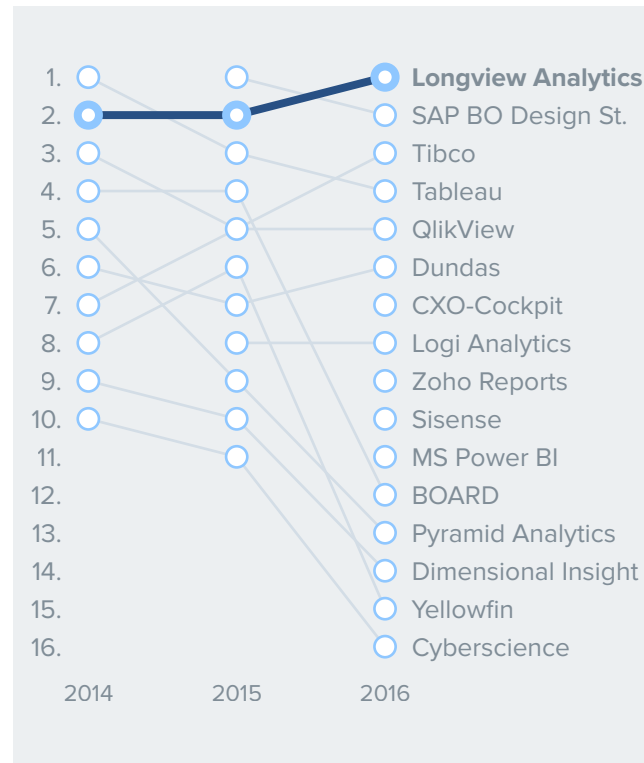
Improved in visual design standards

Peer group: EMEA-focused vendors



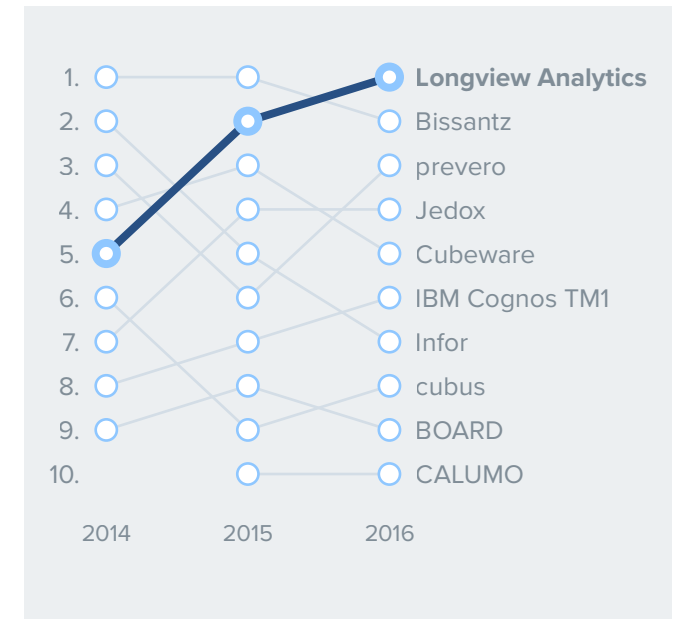
Consistently outstanding in visual design standards

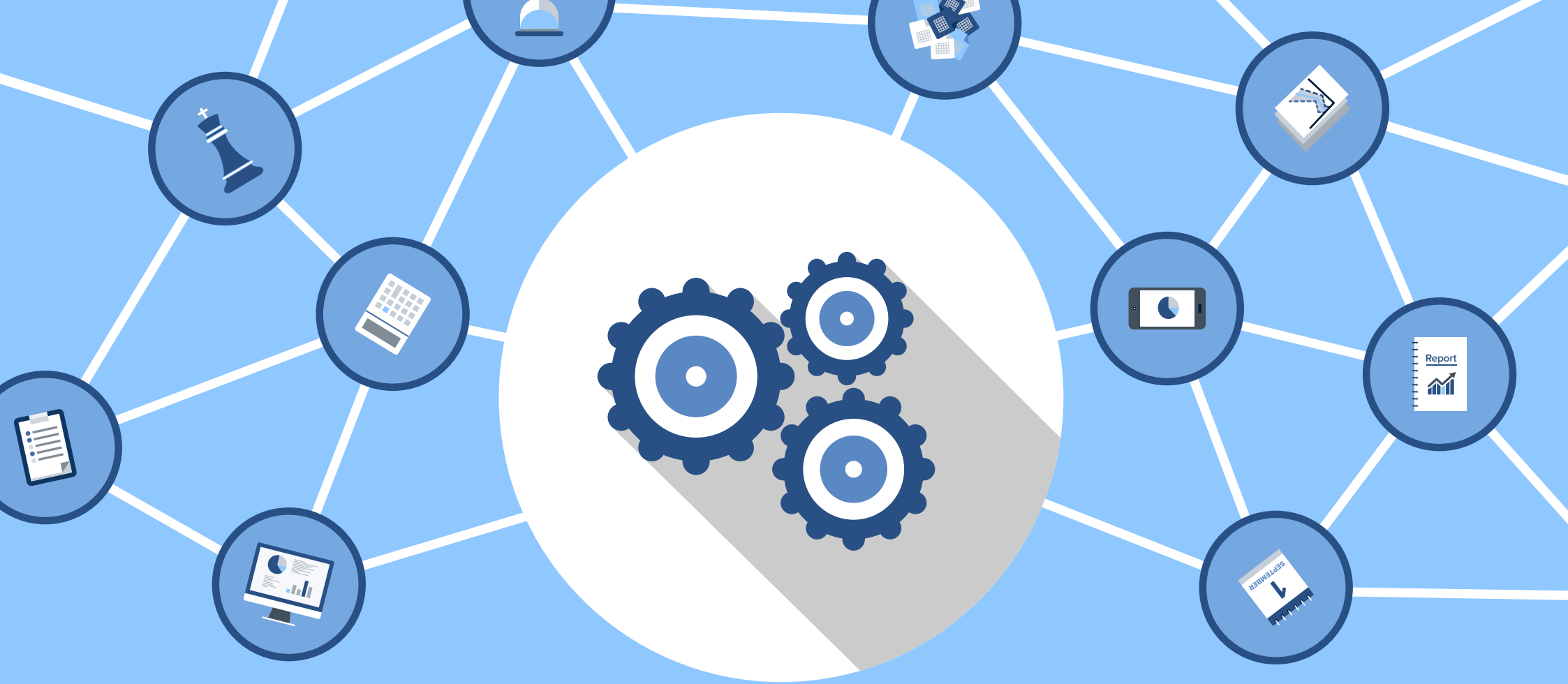
Peer group: dashboarding-focused products



Improved in visual design standards

Peer group: integrated performance management products





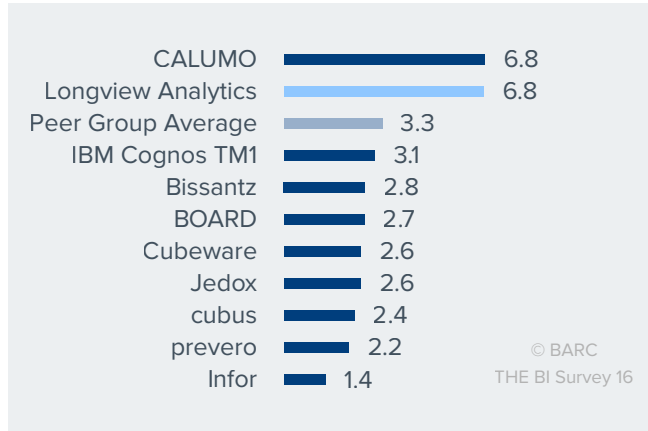
Operational BI

This KPI is based on how many sites currently use real-time data from transactional systems with their BI tool.

Operational BI – Leader



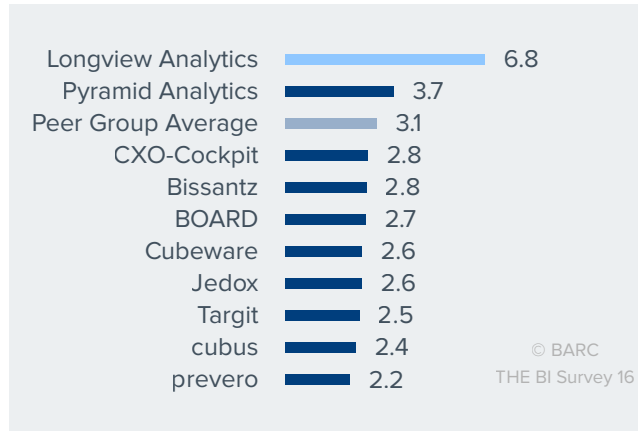
Peer group: integrated performance management products



Operational BI – Top-ranked



Peer group: EMEA-focused vendors



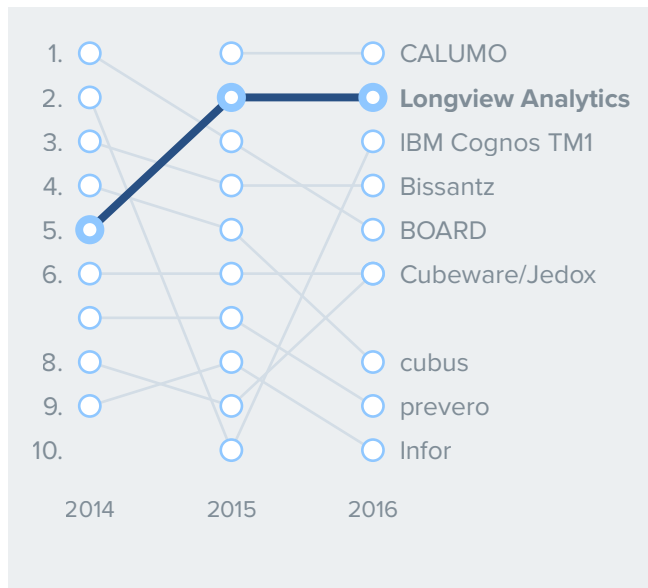
Operational BI



Longview Analytics provides connectivity to over 20 relational and multidimensional data sources, catering for all the major databases and also including operational data sources. Being a pure BI front-end, use cases like operational reporting are not uncommon with Longview Analytics (e.g., directly analyzing data from ERP systems). The BI Survey 16 results show that customers regularly use real-time data from transactional systems with Longview Analytics, leading to the top rank in the EMEA-focused vendors peer group.

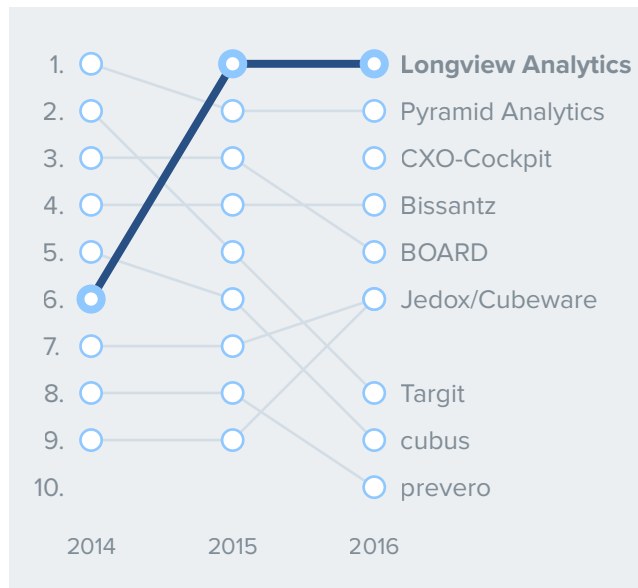
Improved in operational BI

Peer group: integrated performance management products



Improved in operational BI

Peer group: EMEA-focused vendors





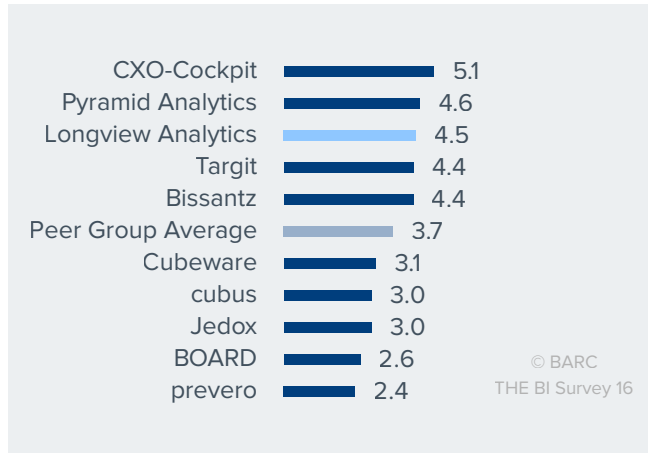
Innovation

This KPI combines the 'Big Data Analytics', 'Cloud BI', 'Collaboration', 'Data discovery/visualization', 'Mobile BI', 'Operational BI', 'Location intelligence' and 'Visual design standards' KPIs to measure the product's level of innovation.

Innovation – Leader



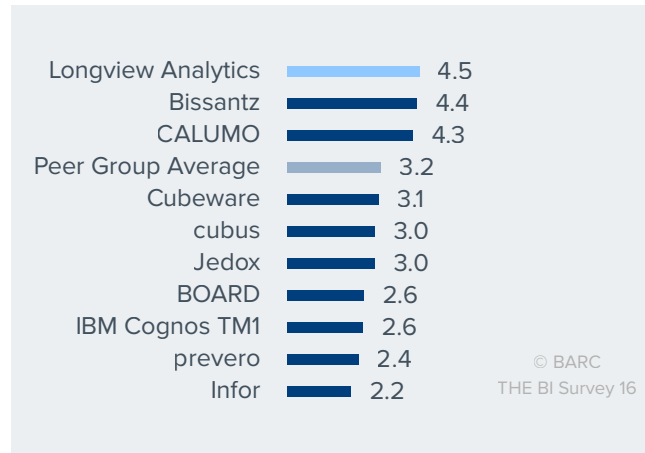
Peer group: EMEA-focused vendors



Innovation – Top-ranked



Peer group: integrated performance management products



Innovation

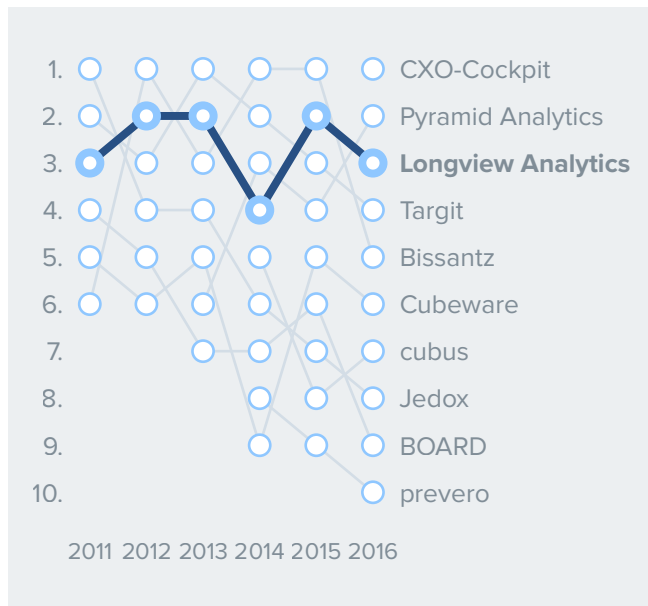


Viewpoint

With good results in the ‘Big data analytics’, ‘Cloud BI’, ‘Mobile BI’, ‘Operational BI’ and ‘Visual design standards’ KPIs, Longview Analytics is again considered a leader in innovation. Year after year Longview Analytics confirms its focus on the major trending topics with strong survey results, offering comprehensive functionality for new BI use cases. Longview Analytics is certainly one of the more innovative vendors in the BI market.

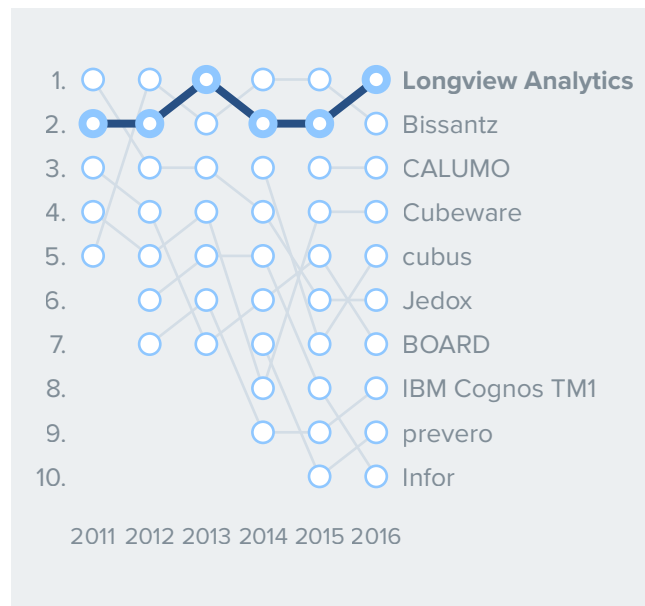
Consistently outstanding in innovation

Peer group: EMEA-focused vendors



Consistently outstanding in innovation

Peer group: integrated performance management products





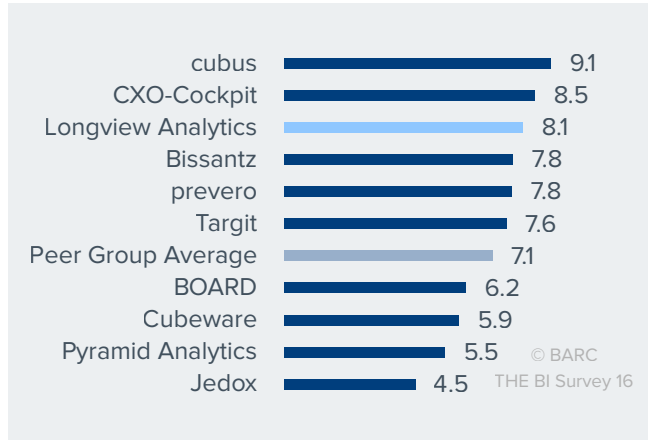
Implementer support

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

Implementer support – Leader



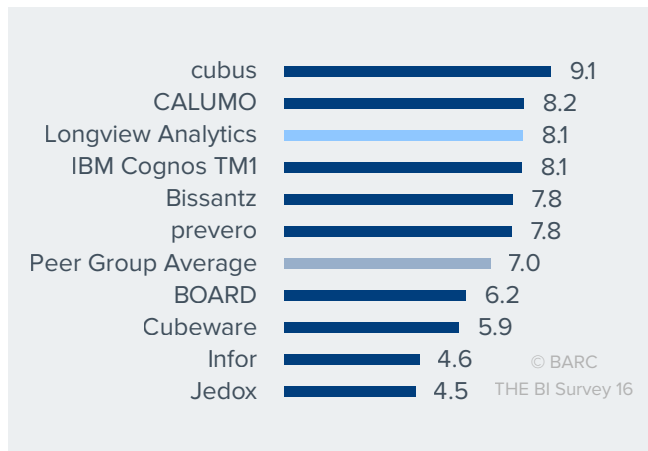
Peer group: EMEA-focused vendors



Implementer support – Leader



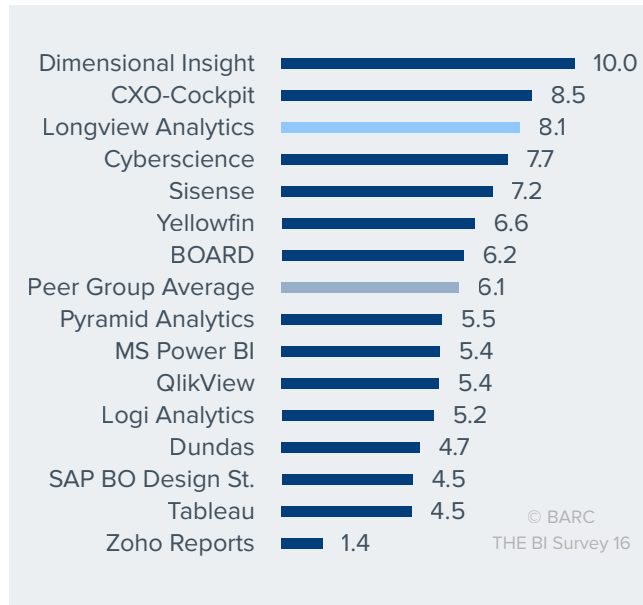
Peer group: integrated performance management products



Implementer support – Leader



Peer group: dashboarding-focused products



Implementer support

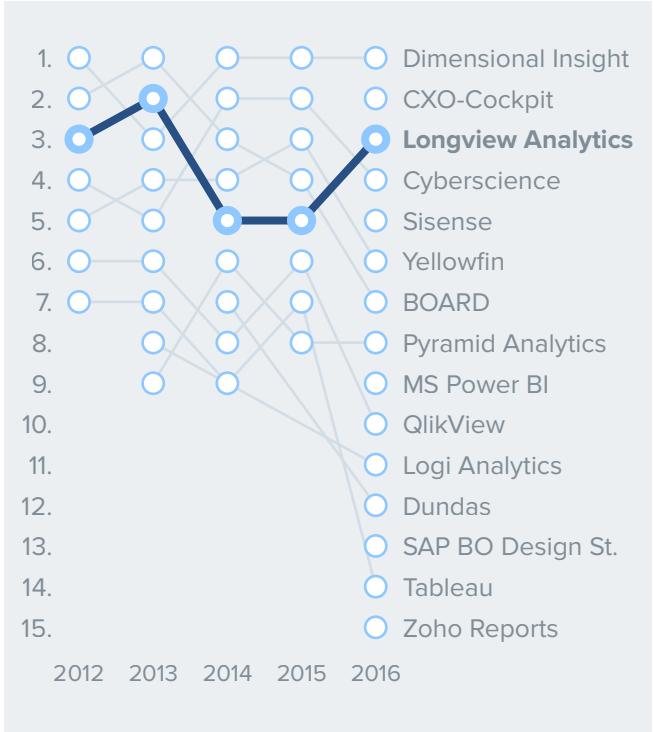



Longview Analytics products are sold directly through the company's worldwide offices and indirectly through partners based in various countries and regions. Partners have access to sales and business development resources for selling and implementing the software. This works to the advantage of customers, many of them being satisfied with the level of support they receive from Longview Analytics's partners. Longview Analytics has significantly improved on its 'Implementer support' rating from last year, indicating that the vendor is investing great effort in training and maintaining its partner landscape. Complaints about support-related issues are now quite rare.



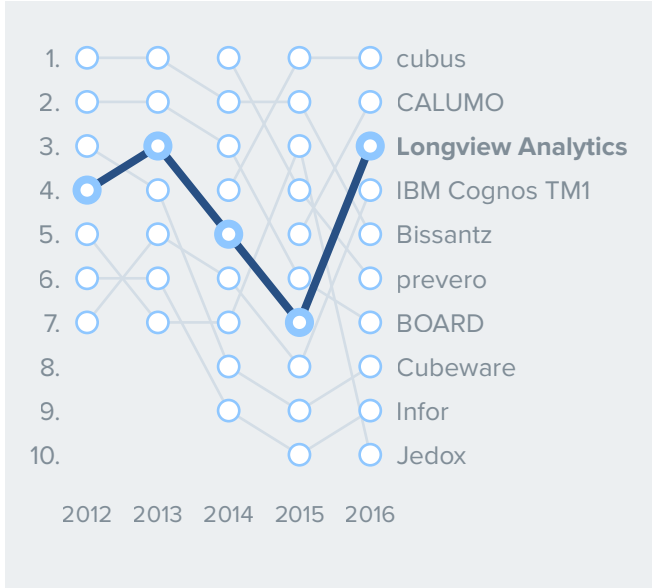
Improved in implementer support

Peer group: dashboarding-focused products



Improved in implementer support

Peer group: integrated performance management products





Flexibility for users

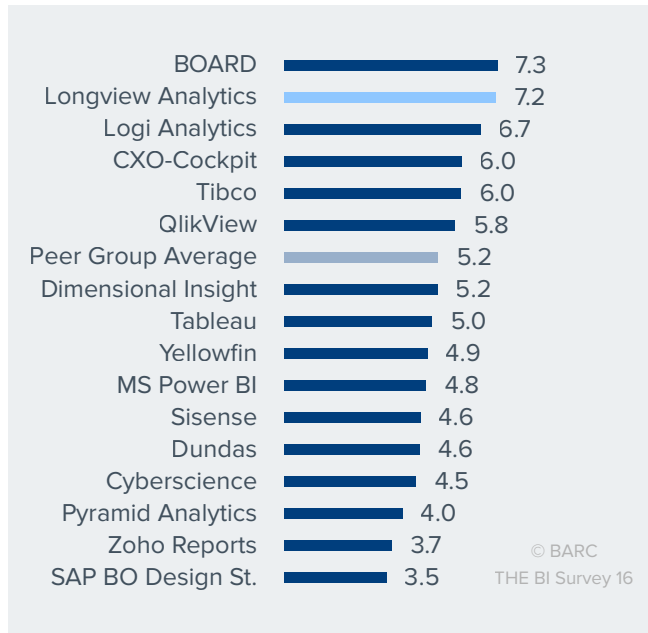
This KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.



Flexibility for users – Leader

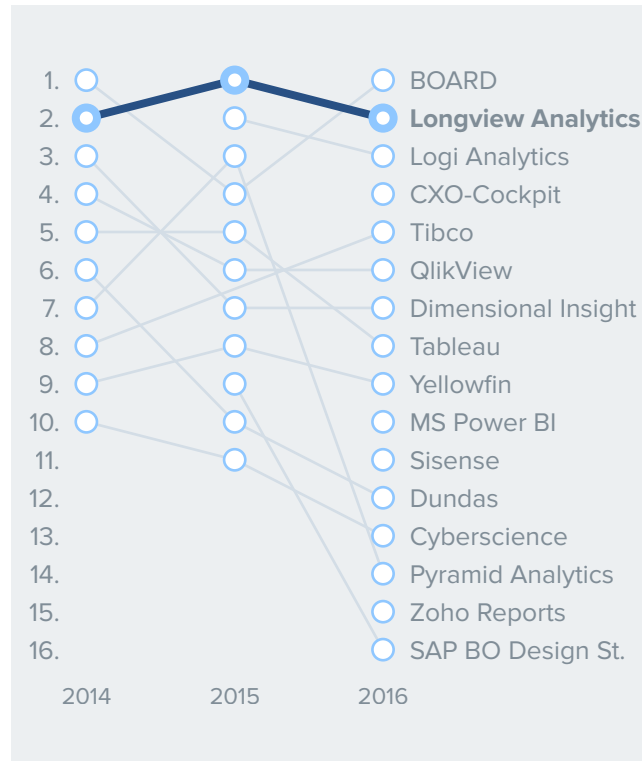


Peer group: dashboarding-focused products



Consistently outstanding in flexibility for users

Peer group: dashboarding-focused products



Viewpoint

Longview Analytics's key strength is the flexibility of its development environment. The product is one of the most flexible BI tools on the market, boasting functionality to build tailored BI applications so the business requirements of its customers can be fully met. However, to make the most of Longview Analytics's application-building capabilities requires many hours of training. The application design components of the product require specially trained tech-savvy developers, often in IT, to create custom-built BI applications for business users in their companies. Its range of functions and the flexibility of the software are among the main reasons why customers buy Longview Analytics.



Business value

This KPI combines the 'Business benefits', 'Project success', 'Price-to-value perception', 'Project length' and 'Innovation' KPIs.

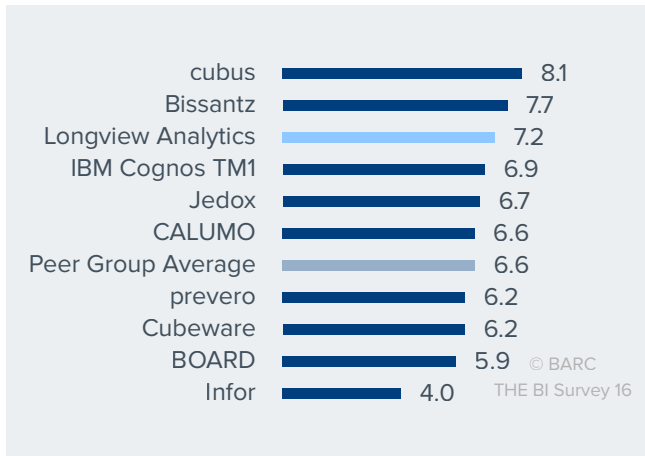


Business value

Business value – Leader



Peer group: integrated performance management products



Viewpoint

Combining Longview Analytics’s results from the ‘Business benefits’, ‘Project success’, ‘Price-to-value perception’, ‘Project length’ and ‘Innovation’ KPIs, the aggregated ‘Business value’ KPI result proves that Longview Analytics can deliver significant benefits to its users. Longview Analytics occupies a leading position in the integrated performance management products peer group in this year’s survey.

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 140 staff in eight countries including the UK, 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.

Other Surveys

BARC research reports bring transparency to the market



The Planning Survey 16 is the world's largest survey of planning software users. Based on a sample of over 1,200 responses, it offers an unsurpassed level of user feedback on 13 leading planning products.



The BARC **Big Data Use Cases** Survey explores the usage of big data in companies worldwide. 559 business and IT decision-makers completed the survey in the first quarter of 2015.



The **BI Trend Monitor 2016** from BARC reflects on the trends currently driving the BI and data management market from a users' perspective. We asked close to 2,800 users, consultants and vendors for their views on the most important BI trends.

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