

THE BI SURVEY 14

The world's largest survey of business intelligence software users

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

PHOCAS

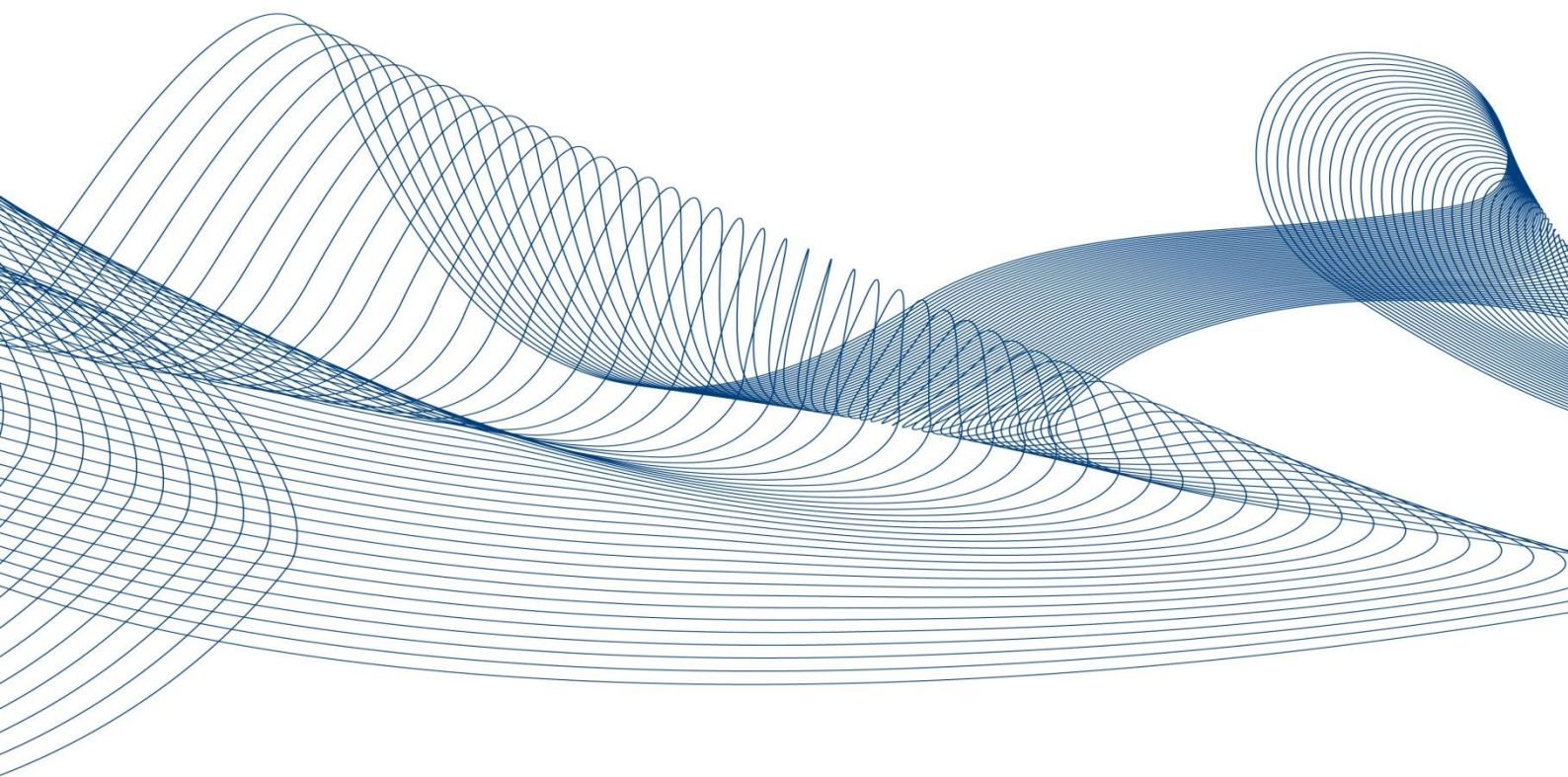


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THE BI Survey 14 Phocas results overview

Ad-hoc reporting vendor	
Top ranked	Leading
Competitive win rate	Business benefits
Mobile BI	Project success
Performance satisfaction	Proportion of employees
Project length	Big data analytics
	Chosen as standard
	Recommendation
	Cloud BI
	Innovation
	Performance
	Product satisfaction
	Vendor support
	Implementer support
	Customer satisfaction
	Agility
	Ease of use

Visual discovery vendor	
Top ranked	Leading
Business benefits	Price-to-value perception
Project success	Chosen as standard
Proportion of employees	Competitiveness
Competitive win rate	Performance
Recommendation	Product satisfaction
Cloud BI	Vendor support
Mobile BI	Implementer support
Performance satisfaction	Customer satisfaction
Project length	Flexibility for the user
	Agility
	Ease of use

Phocas in THE BI Survey 14

Introduction

The BI Survey 14 is based on findings from the world's largest and most comprehensive survey of business intelligence end-users, conducted earlier this year. In total, 3,224 people responded to The Survey with 2,348 answering a series of detailed questions about their usage of a named product. Altogether, 34 products (or groups of products) are analyzed in detail.

The BI Survey 14 examines BI product selection and usage among users in areas including business benefits, costs, proportion of employees using the product, competitiveness, recommendation, innovation, performance, customer satisfaction and agility.

We asked several questions that helped us measure the business benefits derived from respondents' deployments. The combined results were then used as a calibration tool – The Business Benefits Index (BBI) - which is widely used throughout The Survey to assess the correlation between various factors and the achievement of benefits.

Phocas overview

Phocas was founded in 1999 in the UK but 50 percent of its shareholders and the development team are now based in Australia. With around 75 percent of revenues coming from the UK and Australasia, Phocas' expansion into the North American market in 2007 is now paying off with around a quarter of its revenues and the highest growth rate of all regions. Phocas has around 1,000 customers and has grown at an annual rate of around 20-30 percent for the last 10 years to \$15 million in the financial year ending June 2014.

The company has a strong focus on the manufacturing and distribution verticals, as well as the sales and marketing functions. Phocas' experienced team of consultants brings to the table an expertise in these verticals and business functions when helping IT departments set up and customize their data integration from standard ERP systems and the expandable pre-built data model for Phocas that sits on a Microsoft SQL Server database. Phocas also provides a CRM application that combines the analytical capabilities of Phocas BI with more operationally oriented process support (e.g. for campaign management).

Once the product and data model is set up and populated, users in business departments can work with an easy-to-use, self-service tool that allows them to build and adapt dashboards, or in an OLAP-style analysis spreadsheet environment when more detail is required. The product provides flexible ad-hoc reporting and analysis for business users, who can also administer the tool themselves.

The latest version is based on HTML5 and Java, giving it a modern look and feel. The full solution is available on mobile devices, an option that customers use a lot and like according to our survey data.

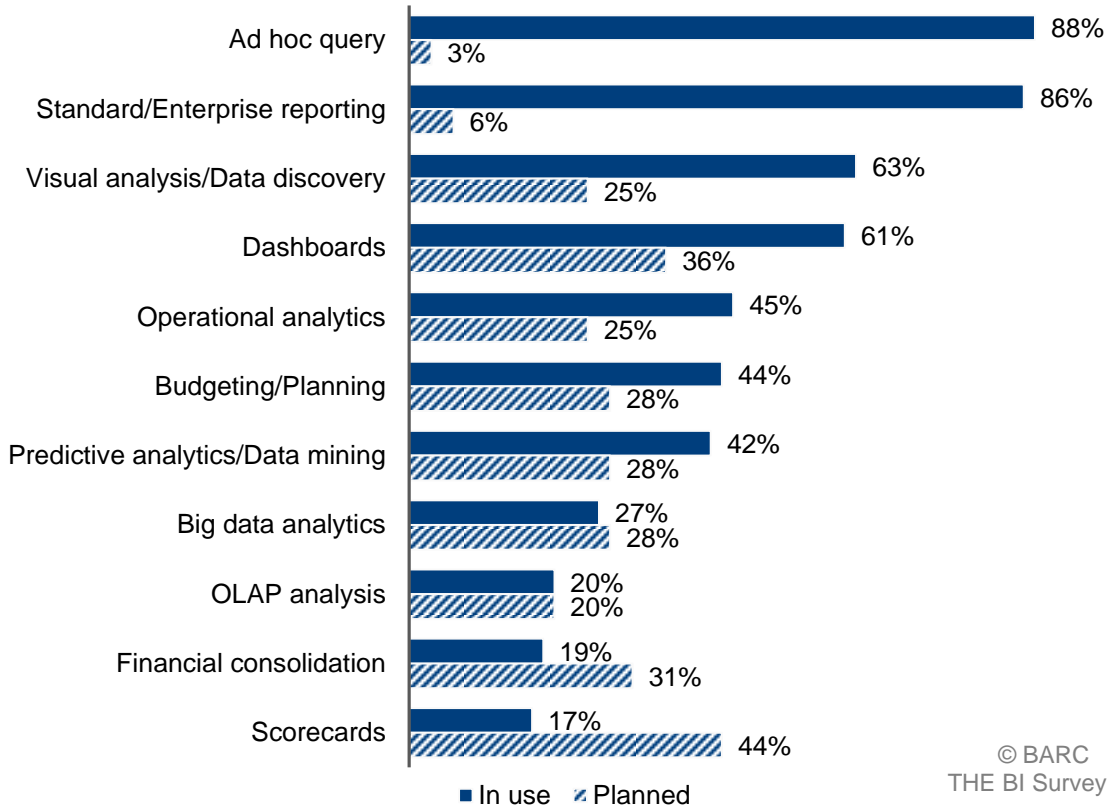
Most customers use Phocas' subscription-based license model which includes software licenses, training and software maintenance. The web application is available on-premise or in the cloud on Microsoft IIS 7, provided by Phocas, or in a private cloud. Pricing for up to 50 users ranges from \$800-\$2500 per month and flexible, customized "enterprise licenses" are available for more users.

The vendor's main competitors include Qlik, Tableau and Yellowfin.

Phocas customer responses

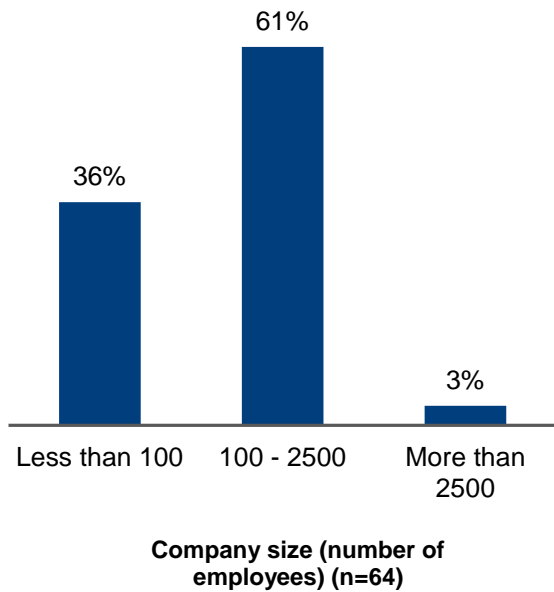
Phocas appears in The BI Survey for the fourth consecutive year. This year we had 64 responses from Phocas users. 30 percent said they are using version 5, 68 percent are on version 6 and just 2 percent are running version 7.

User and use case demographics



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Product usage (n= 64)

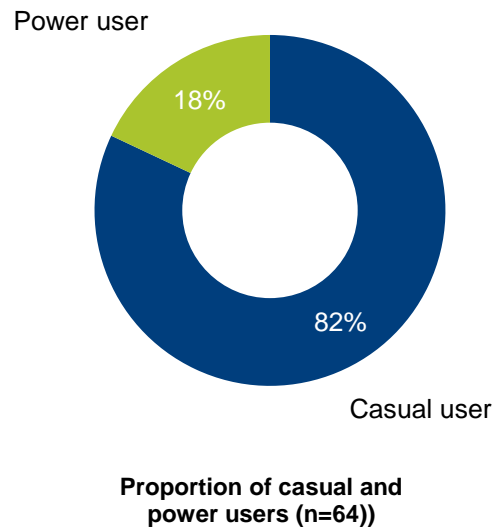
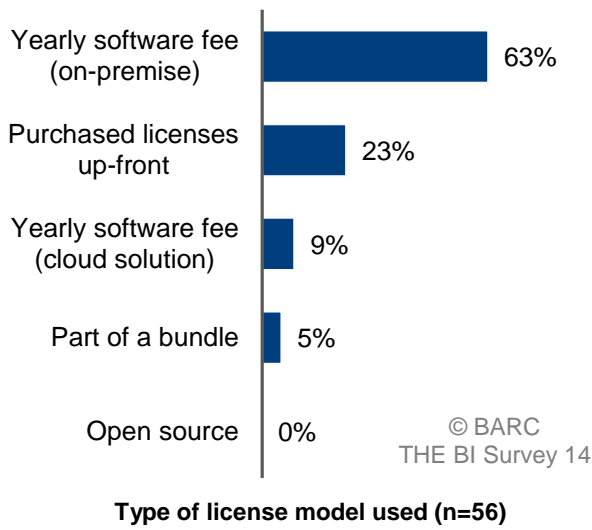


Percentage of employees using Phocas

Phocas	20%
Average of all products	15%

Number of users using Phocas

Median	20
Mean	47



Phocas is often used by companies as a means of improving their capacity to create reports and dashboards based on data in ERP systems. The two main use cases, ad hoc query – for self-service querying and analyzing data - and standard reporting - to visualize the data, are used by 88 percent and 86 percent of users respectively. Phocas is not a planning tool per se but it can help users in the planning process by accessing ERP data. Predictive analytics/data mining is used by 42 percent of Phocas respondents, way above the survey average of 17 percent.

The tool is popular with small to medium-sized companies and is used widely within these organizations - by 20 percent of employees, compared to the survey average of 15 percent. This reflects the tool's versatility: it can be deployed in several of the use cases shown in the first chart above.

Peer Groups

The BI Survey features a range of different types of BI tools so we use peer groups to ensure similar products are compared against each other. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups are primarily data-driven and based on how customers say they use the product.

Phocas features in the following peer groups:

- Ad-hoc reporting
- Visual discovery

The KPIs

The BI Survey 14 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:

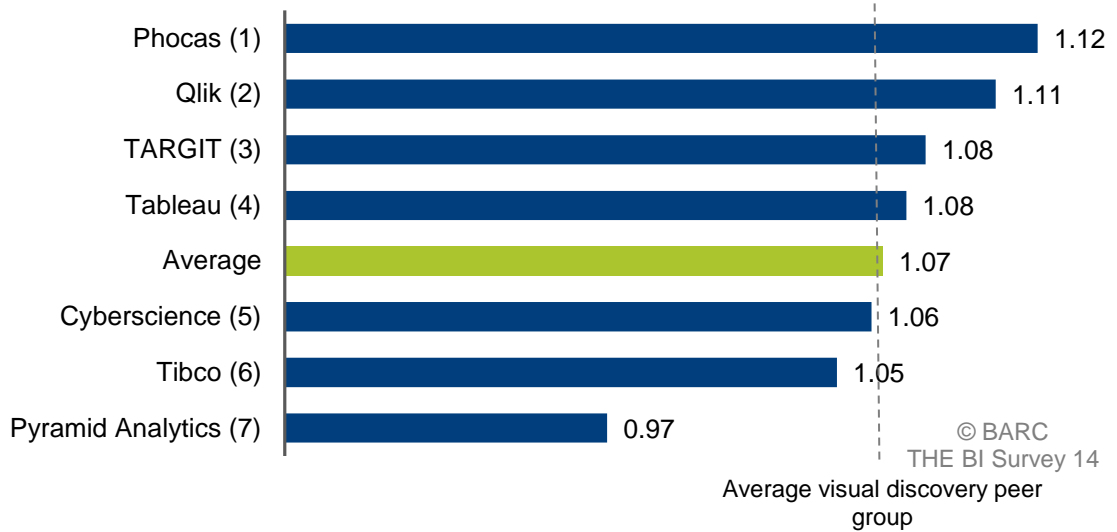
- Only measures that have a clear good/bad trend are used as the basis for KPIs
- KPIs may be based on one or more measures from The BI Survey
- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feeds into the KPI are included
- Each KPI is normalized so that the overall sample always has a value of 1.0
- The KPIs are calculated so that better-than-average products always have scores of greater than 1.0, while less good products score less than 1.0. When viewing the peer group KPI charts, note that the average for each peer group will usually be either higher or lower than 1.0 because the peer groups are all subsets of the overall sample.

The products are sorted by value: the better the product the higher the value. The average is displayed as a green bar and separates the products into two groups, those that performed better than average and those that performed worse than average.

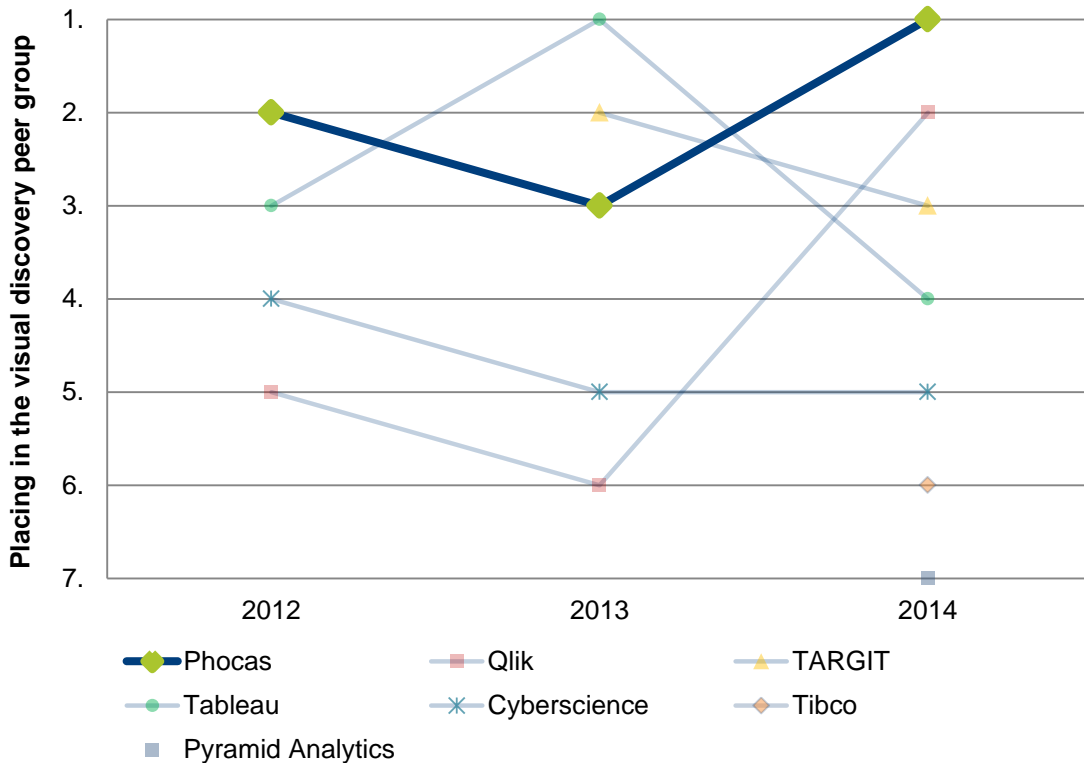
For more details on the KPIs, see our 'KPIs and Dashboards' document.

Top ranked visual discovery vendor in business benefits

Based on the achievement level of a variety of business benefits

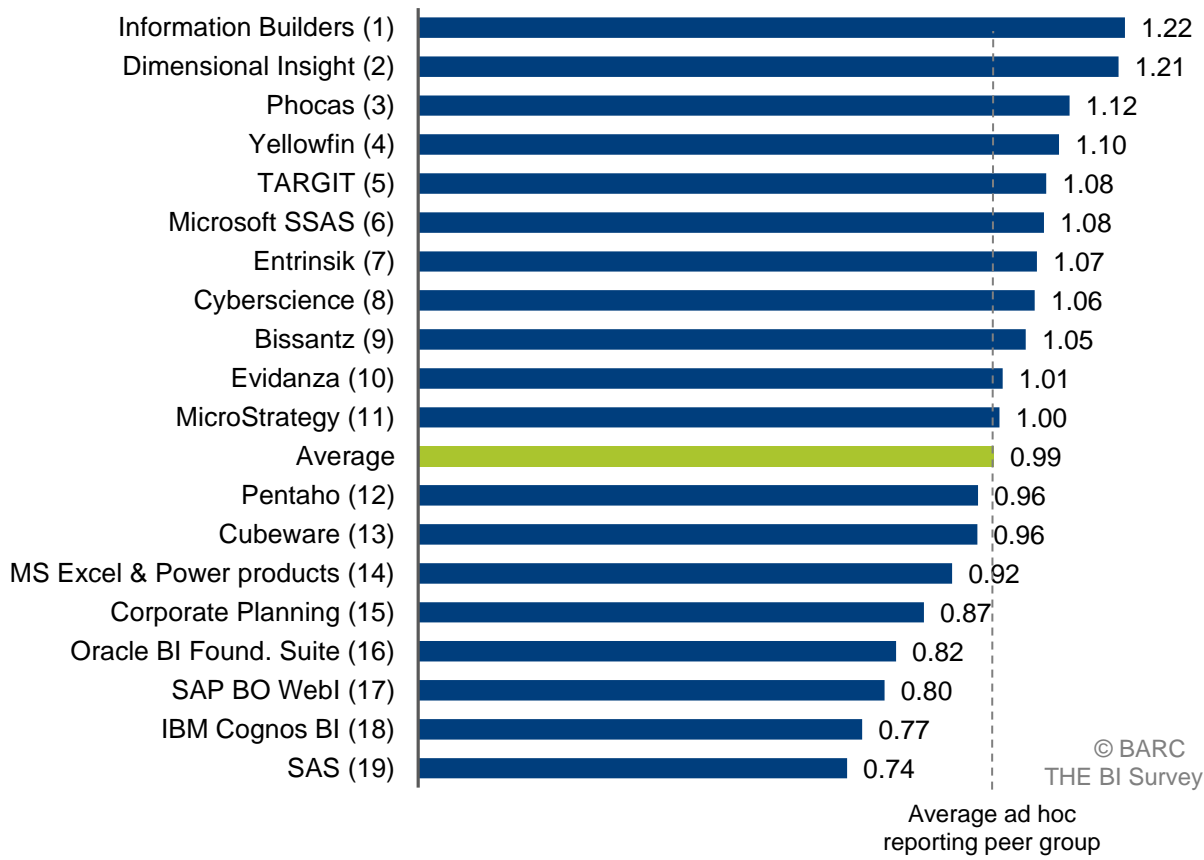


Consistently outstanding visual discovery vendor in business benefits in the past three years



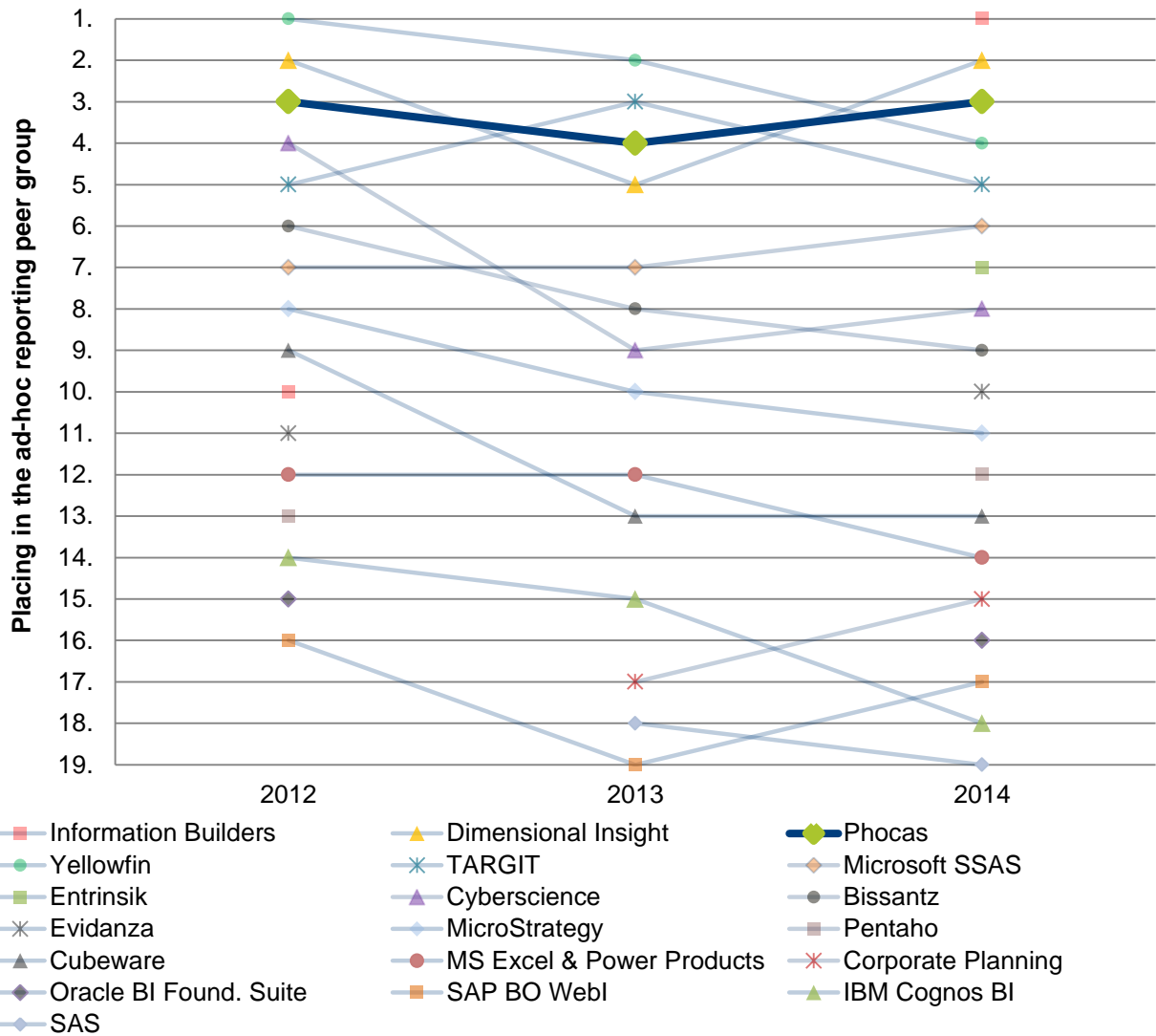
Leading ad-hoc reporting vendor in business benefits

Based on the achievement level of a variety of business benefits



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Consistently outstanding ad-hoc reporting vendor in business benefits in the past three years

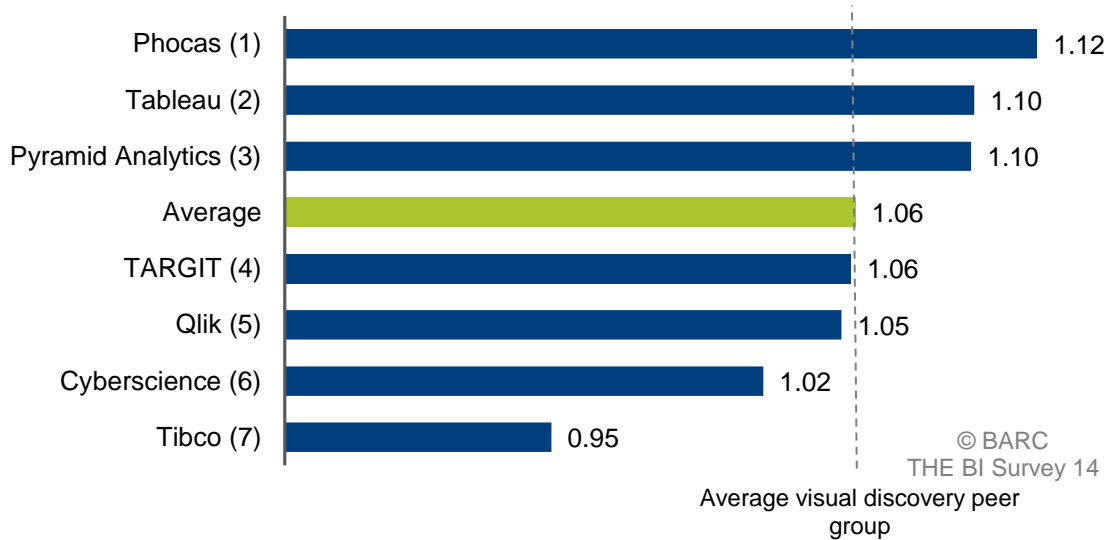


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Phocas deployments have consistently delivered a high level of business benefits over the past three years. The vendor targets companies dissatisfied with the reporting and analysis capabilities provided by their ERP systems. It offers a mature self-service tool which enables users to perform their own analysis and reporting with minimal IT support, in turn helping customers attain business benefits such as increased employee satisfaction and better business decision making.

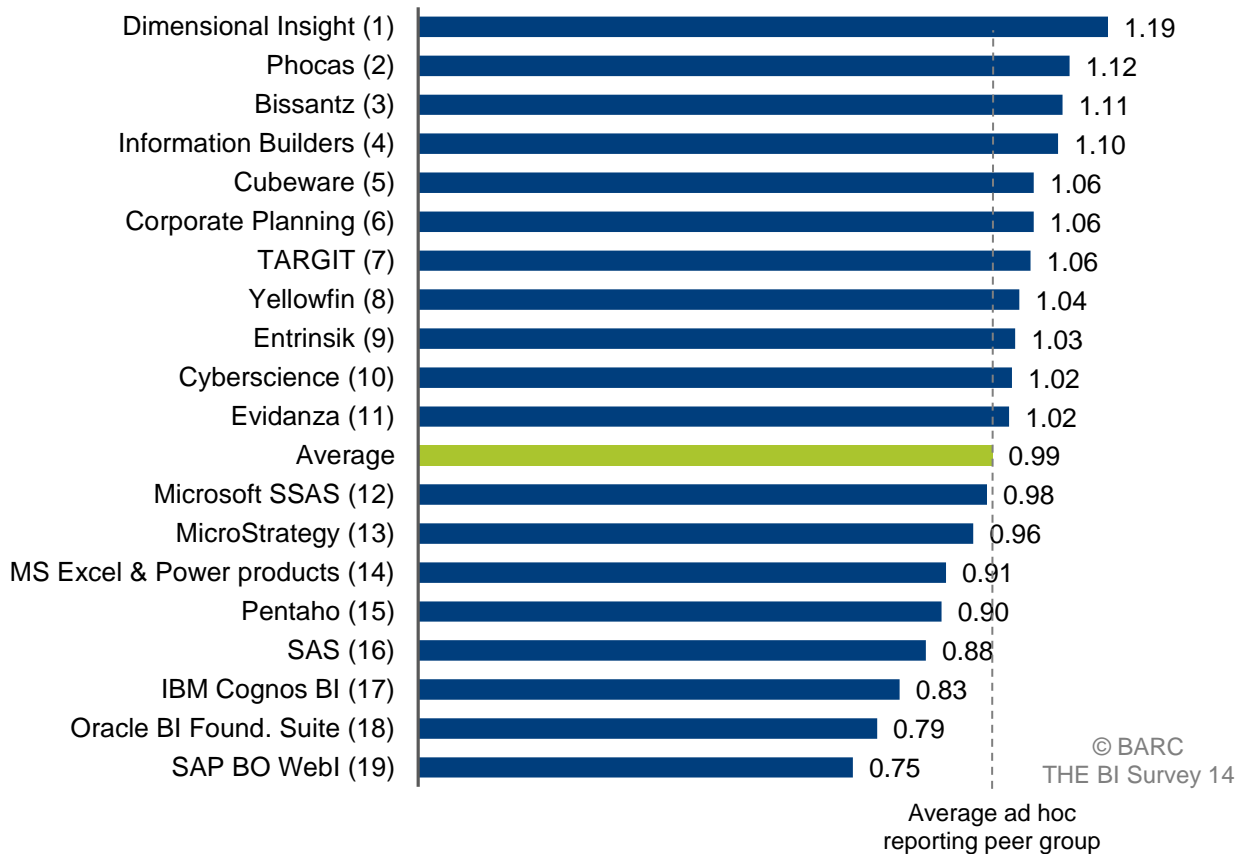
Top ranked visual discovery vendor in project success

Based on the implementation satisfaction level and the frequency of projects completed on time and on budget



Leading ad-hoc reporting vendor in project success

Based on the implementation satisfaction level and the frequency of projects completed on time and on budget

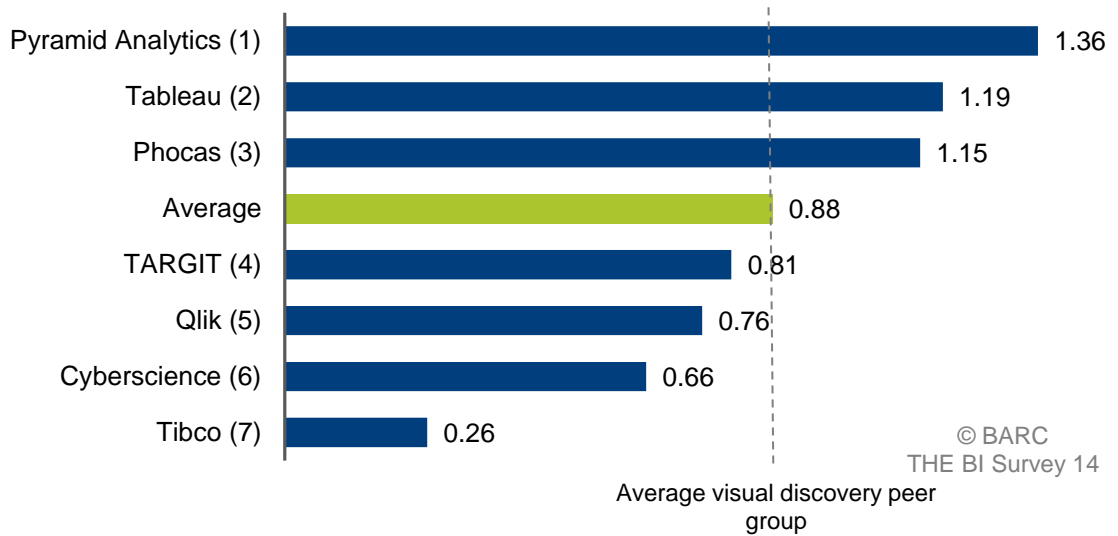


In terms of satisfaction with implementations, and completion of projects on time and on budget, Phocas customers report a high level of successful projects.

On the data integration front, Phocas provides pre-built data frameworks for specific business functions such as sales and marketing. This predefined content makes it easier for customers to connect to their ERP systems and extract the data they need. Furthermore, self-service tools like Phocas enable business users to get up and running on their own with comparatively little training and support.

Leading visual discovery vendor in price-to-value perception

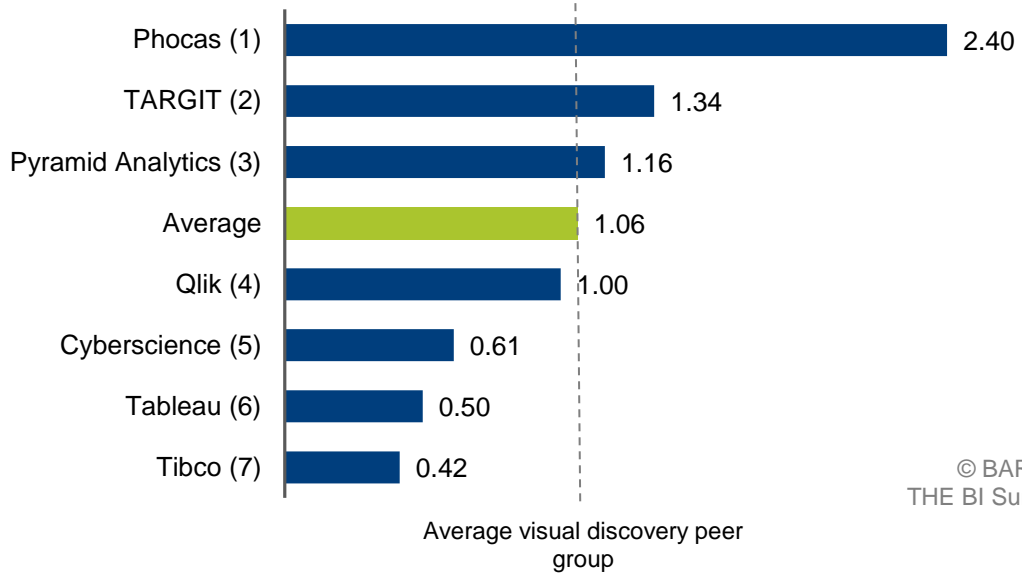
Based on how many users buy their BI tool for its price-performance ratio



Customers see good value in Phocas’ subscription pricing model, which is based around the number of users required. The ‘per head’ rate reduces significantly for larger workgroups and prices include support, training and upgrades.

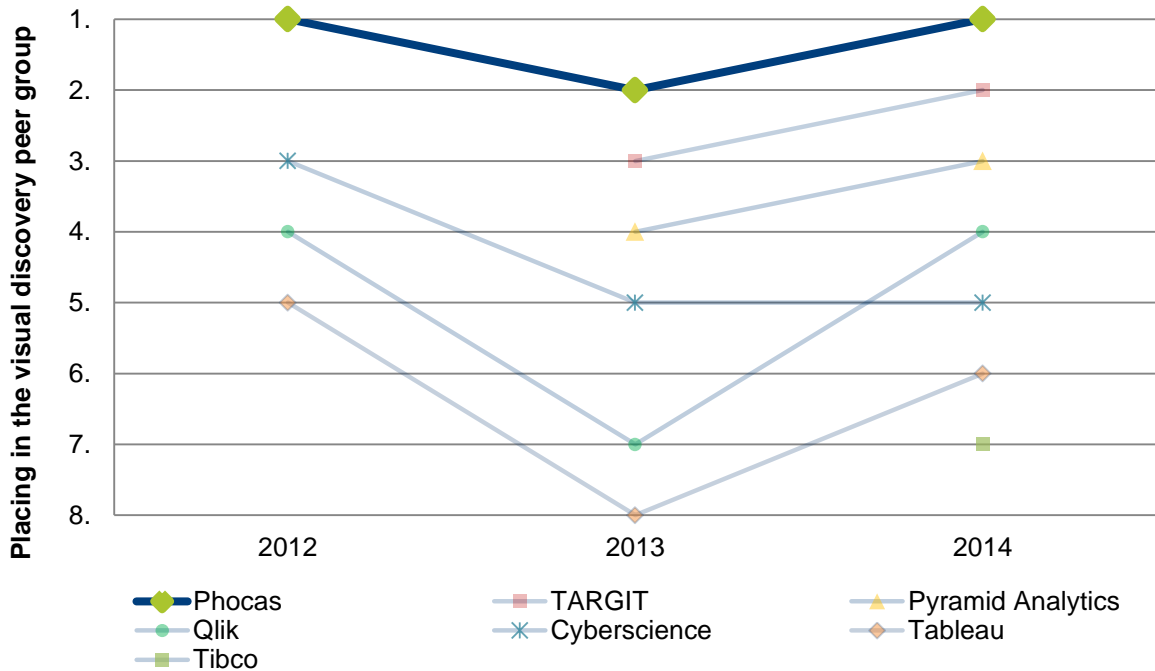
Top ranked visual discovery vendor in proportion of employees

Based on the percentage of employees that use the product



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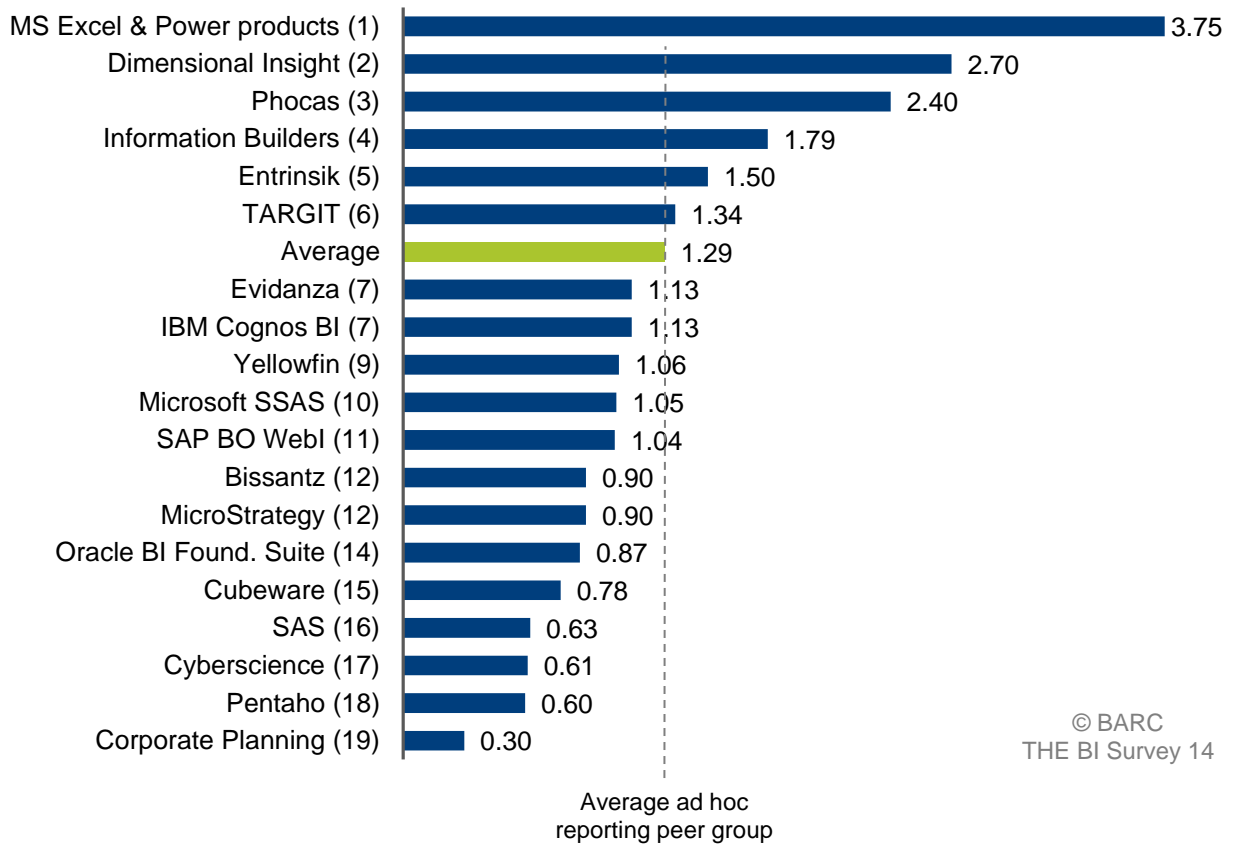
Consistently outstanding visual discovery vendor in proportion of employees in the past three years



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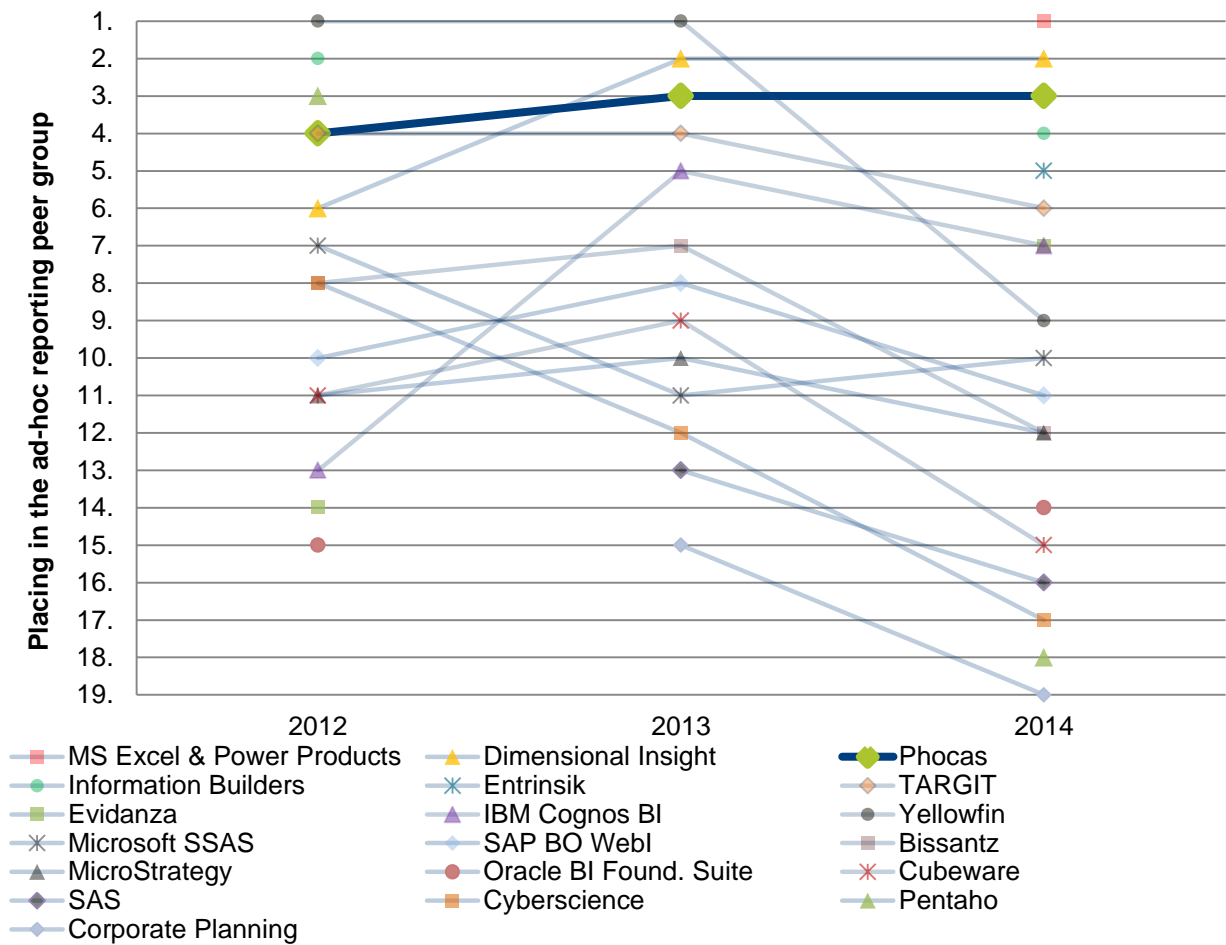
Leading ad-hoc reporting vendor in proportion of employees

Based on the percentage of employees that use the product



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Consistently outstanding ad-hoc reporting vendor in proportion of employees in the past three years

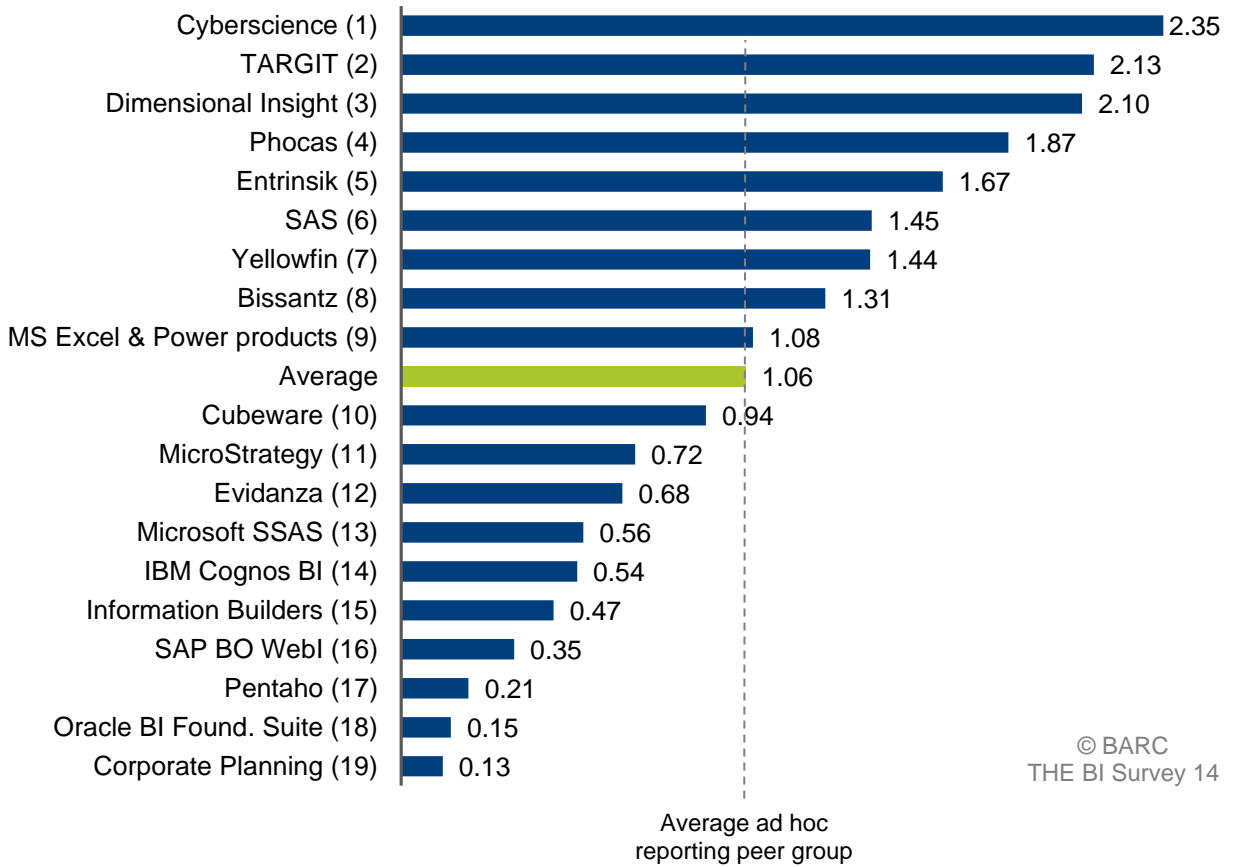


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Phocas is used predominantly in small to mid-sized companies where it is often the only BI tool in the organization. The product is simple to use and flexible enough to give many companies of this size all the functionality they need, so it can be rolled out to a high proportion of employees.

Leading ad-hoc reporting vendor in big data analytics

Based on how many sites currently use big data analytics with their BI tool

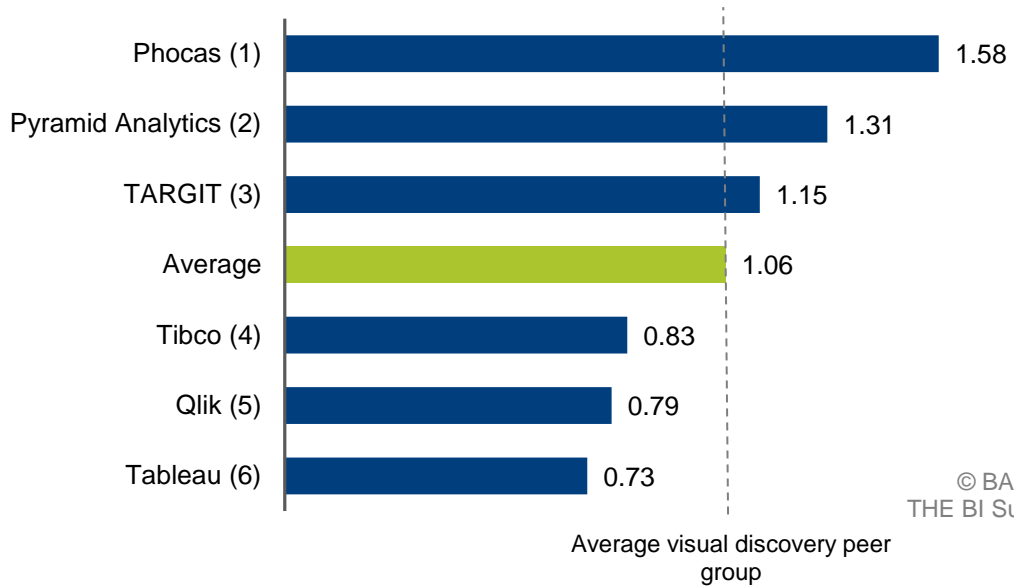


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Phocas' strong showing in the 'Big Data Analytics' KPI is surprising as many of its customers are quite small companies. It may stem from the vendor's focus on the sales and marketing departments, often the breeding ground for big data initiatives using customer data. Phocas offers pre-defined content and specialized knowledge of these business functions not only in its tool but also in the consulting process. The vendor's specialization in the manufacturing and retail sectors, both major consumers of big data analytics, could also be a factor in this impressive result.

Top ranked visual discovery vendor in competitive win rate

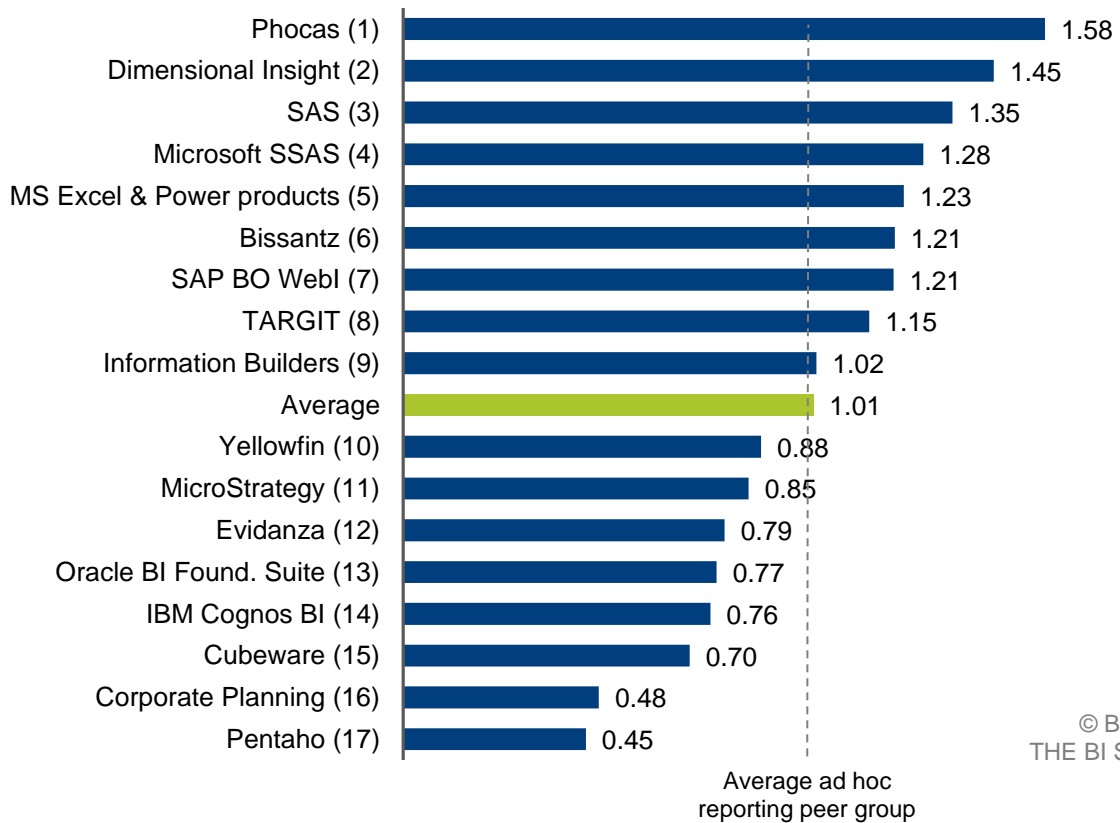
Based on the percentage of wins in competitive evaluations



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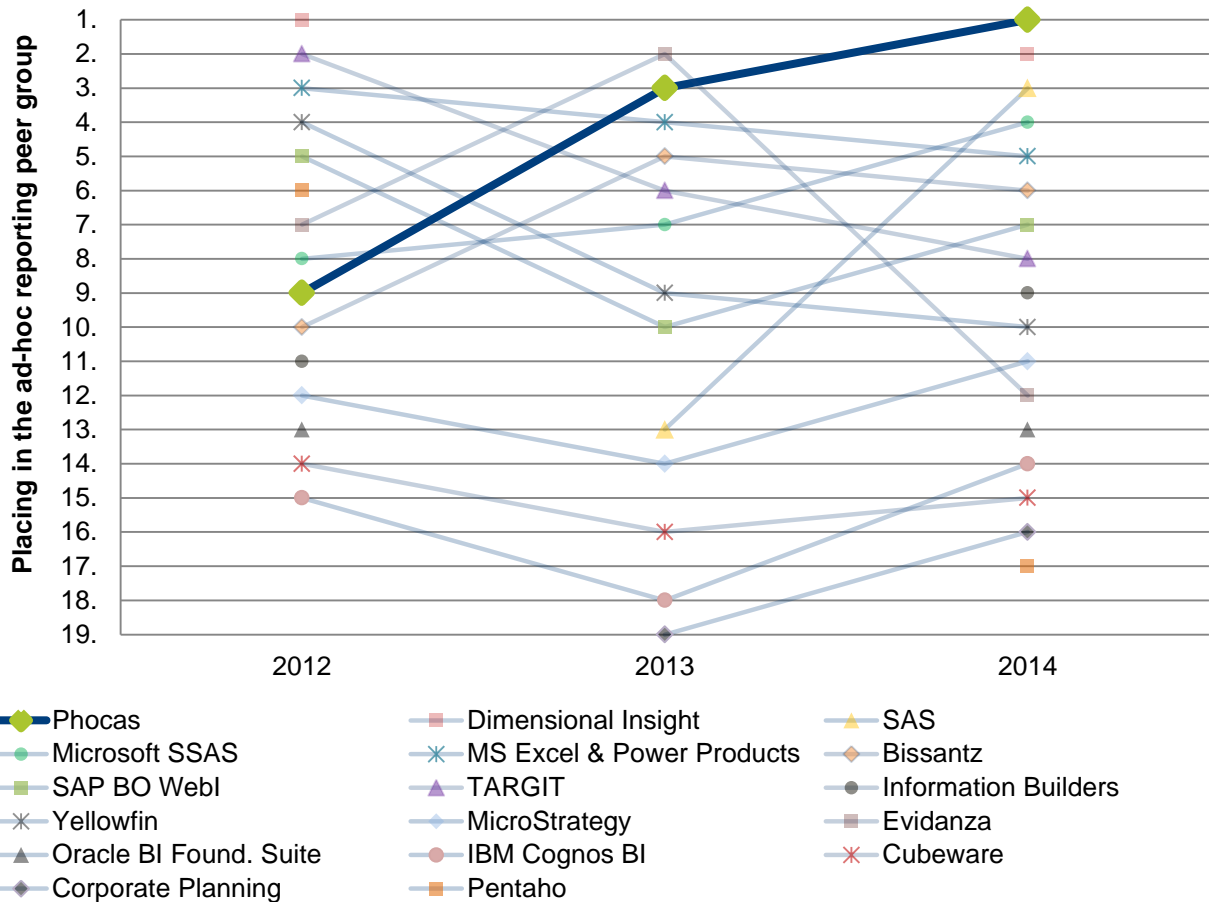
Top ranked ad-hoc reporting vendor in competitive win rate

Based on the percentage of wins in competitive evaluations



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Improving ad-hoc reporting vendor in competitive win rate in the past three years



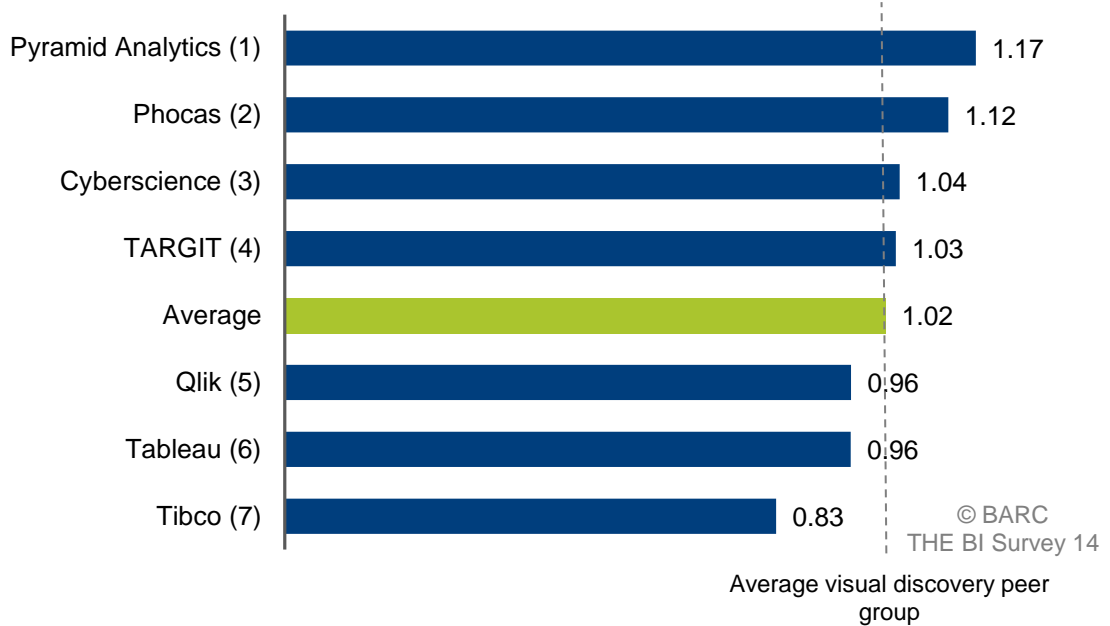
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Phocas' competitive win rate has improved dramatically in the last three years thanks to a combination of factors. The vendor offers a flexible, easy-to-use tool with pre-defined content for specific industries and departments. It focuses on the sales and marketing functions, rather than trying to be all things to all men. Finally, Phocas is smart in the sales and consulting process, and usually able to demonstrate how its tool can meet the challenges of potential customers.

The current prominence of visual discovery tools like QlikView and Tableau also helps Phocas, which falls into broadly the same category of products. Phocas is smartly positioned somewhere in between the two and our findings suggest it is clearly able to hold its own in competes with all other vendors operating in this market segment.

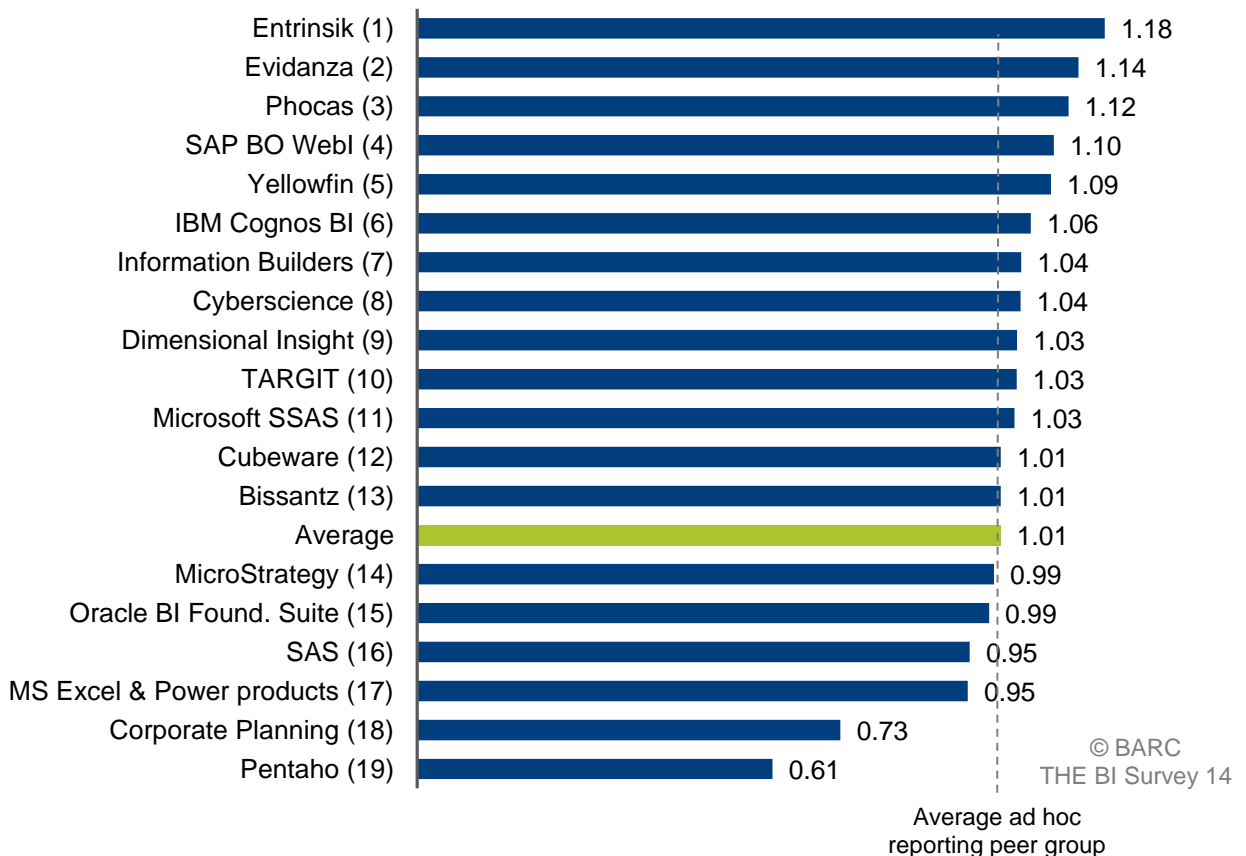
Leading visual discovery vendor in chosen as standard

How often the product is chosen to standardize on by respondents at multi-product sites

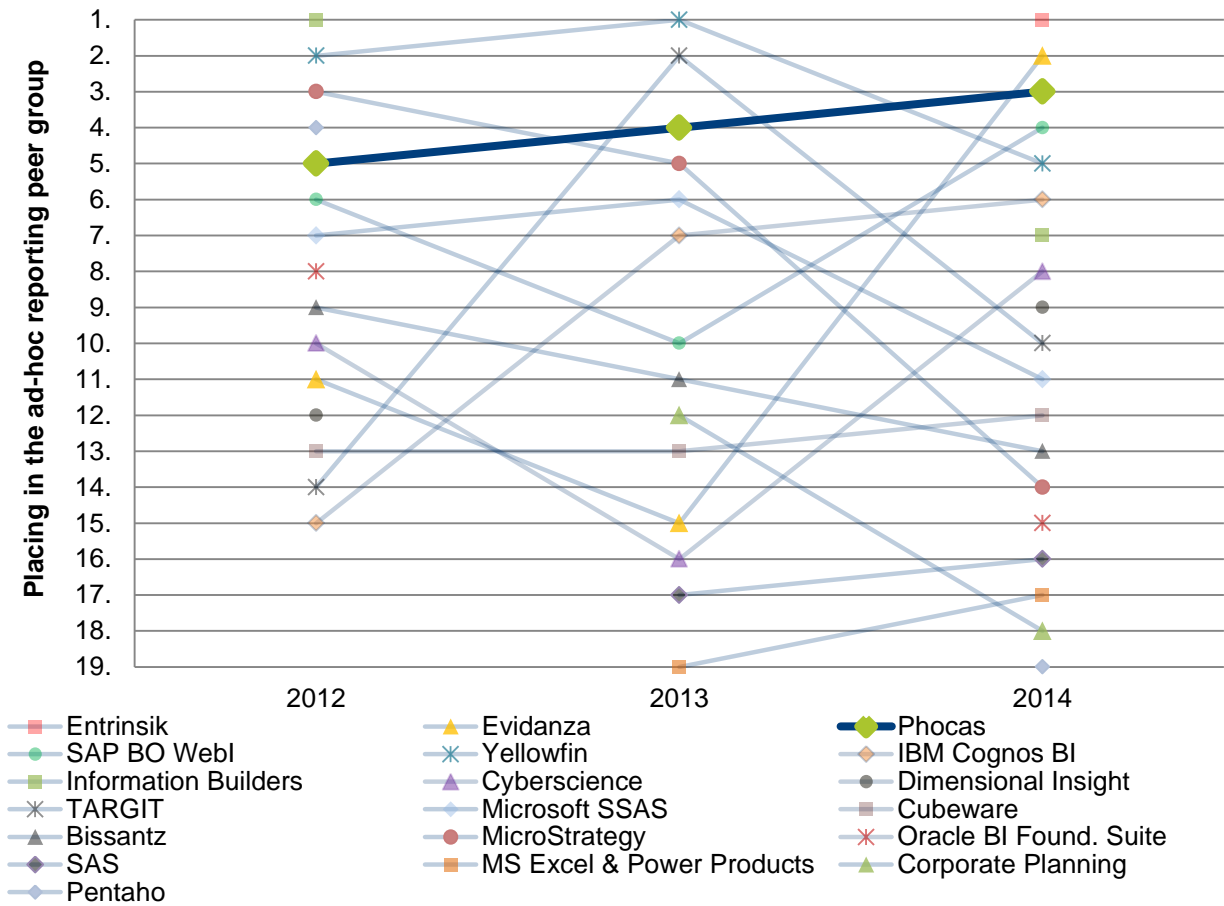


Leading ad-hoc reporting vendor in chosen as standard

How often the product is chosen to standardize on by respondents at multi-product sites



Improving ad-hoc reporting vendor in chosen as standard in the past three years



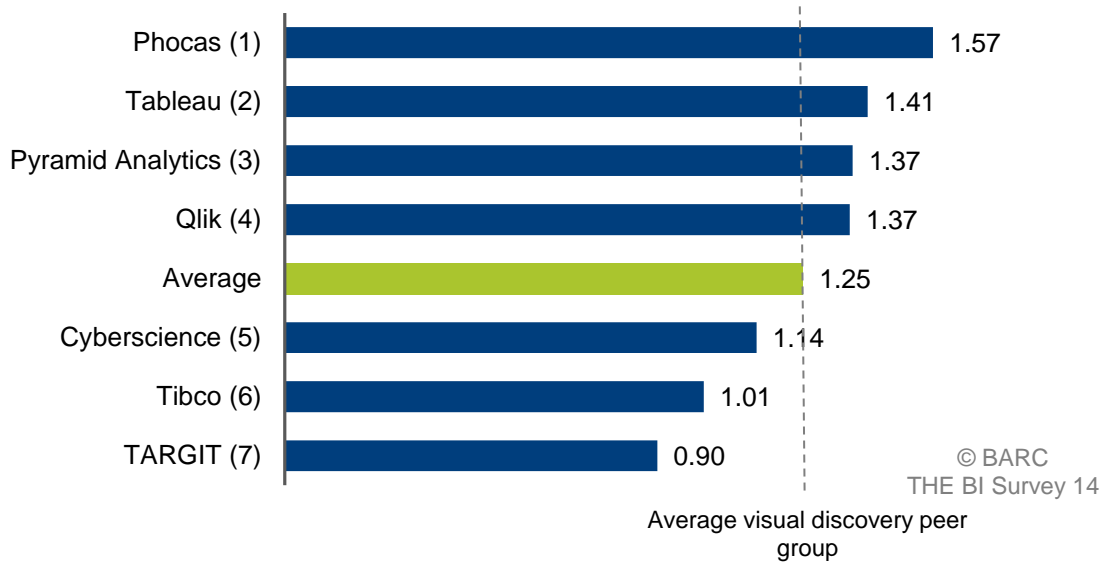
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Over the last three years, Phocas' ranking in the Ad Hoc Reporting peer group has risen in this category, which measures how many customers are choosing to standardize on the product.

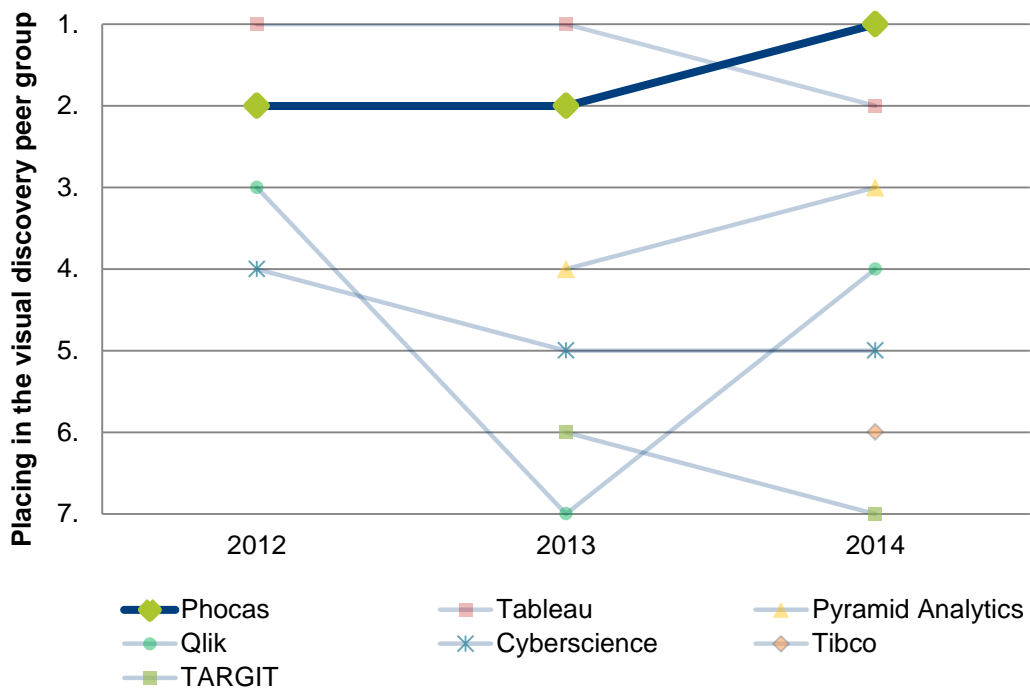
The vendor's target audience of small to medium-sized organizations typically has less complex requirements than larger enterprises. With a good range of functionality to support ad hoc querying, standard reporting, dashboarding and data discovery, customers are taking the decision to stick with Phocas without the need to purchase other more scalable or specialist BI tools.

Top ranked visual discovery vendor in recommendation

Based on how many users would recommend the product to others

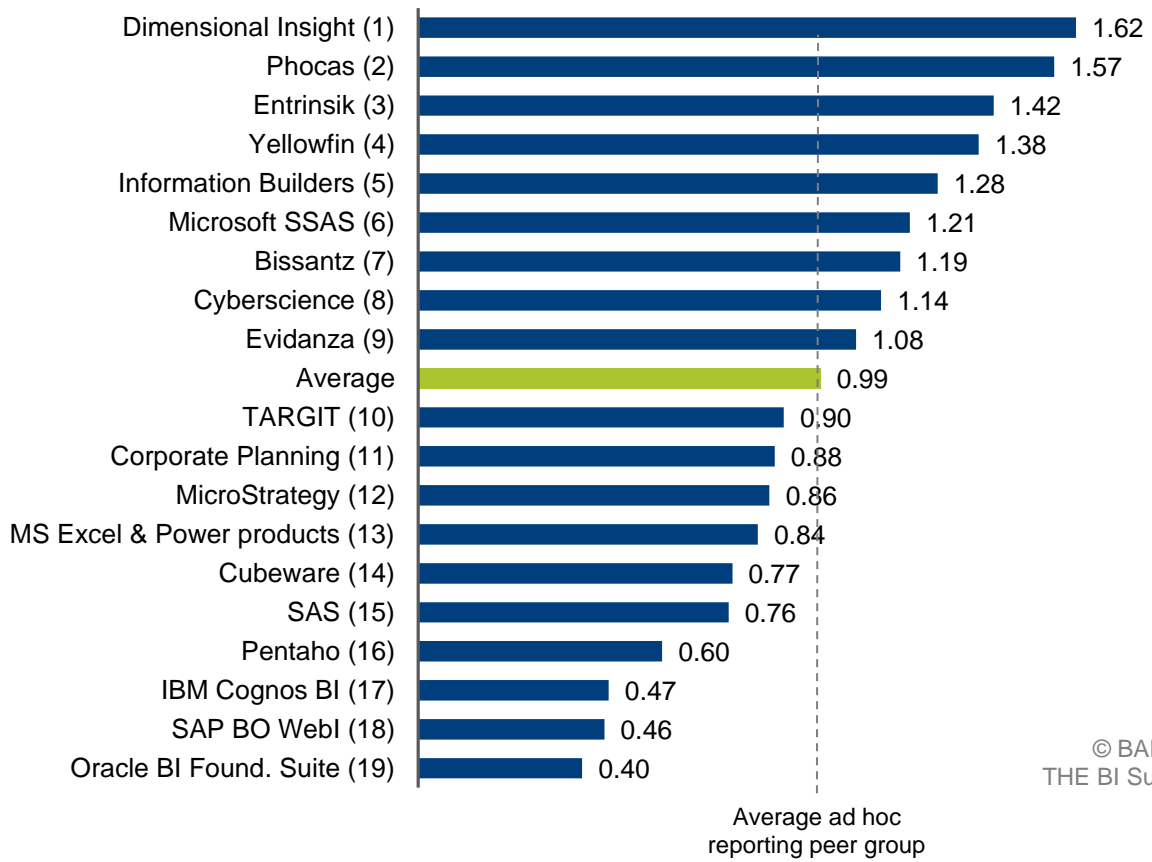


Consistently outstanding visual discovery vendor in recommendation in the past three years



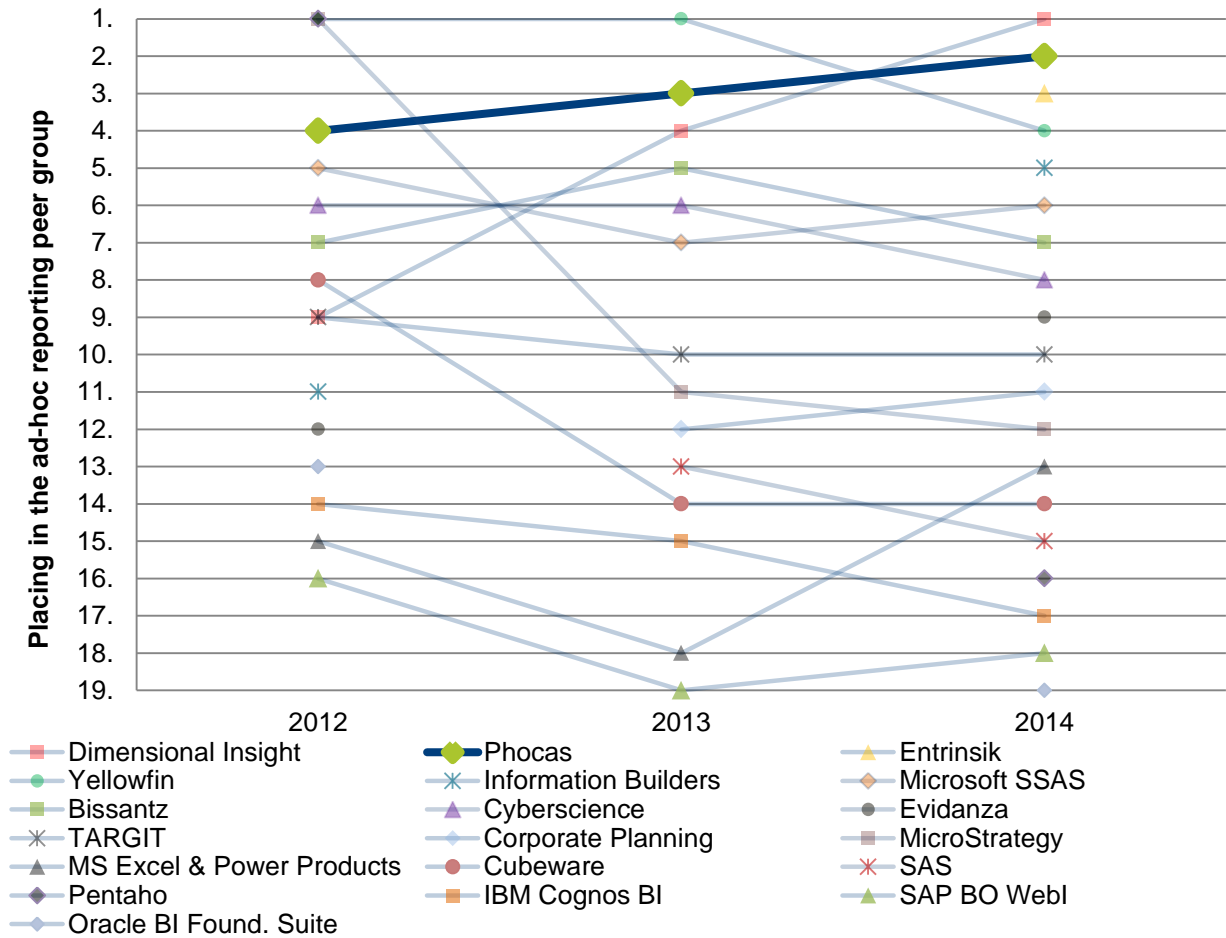
Leading ad-hoc reporting vendor in recommendation

Based on how many users would recommend the product to others



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Improving ad-hoc reporting vendor in recommendation in the past three years



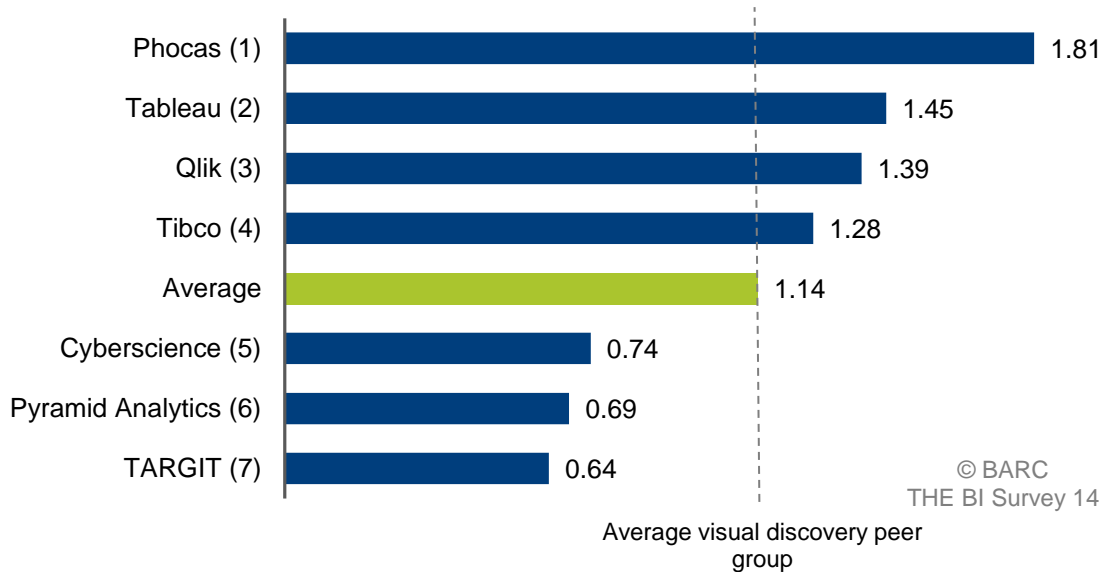
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With Phocas' specialized approach to business functions – such as sales, marketing and finance - and industry sectors – predominantly manufacturing, distribution and retail, it is able to deliver highly relevant functionality and content to its customers.

This finding is a positive reflection on how satisfied users are with the software and by recommending it they are sending out a strong signal. Word of mouth can make a big difference in a crowded market where lots of vendors are trying to be noticed, particularly in an age when users are able to express their opinions and preferences to a worldwide audience with unprecedented ease.

Top ranked visual discovery vendor in cloud BI

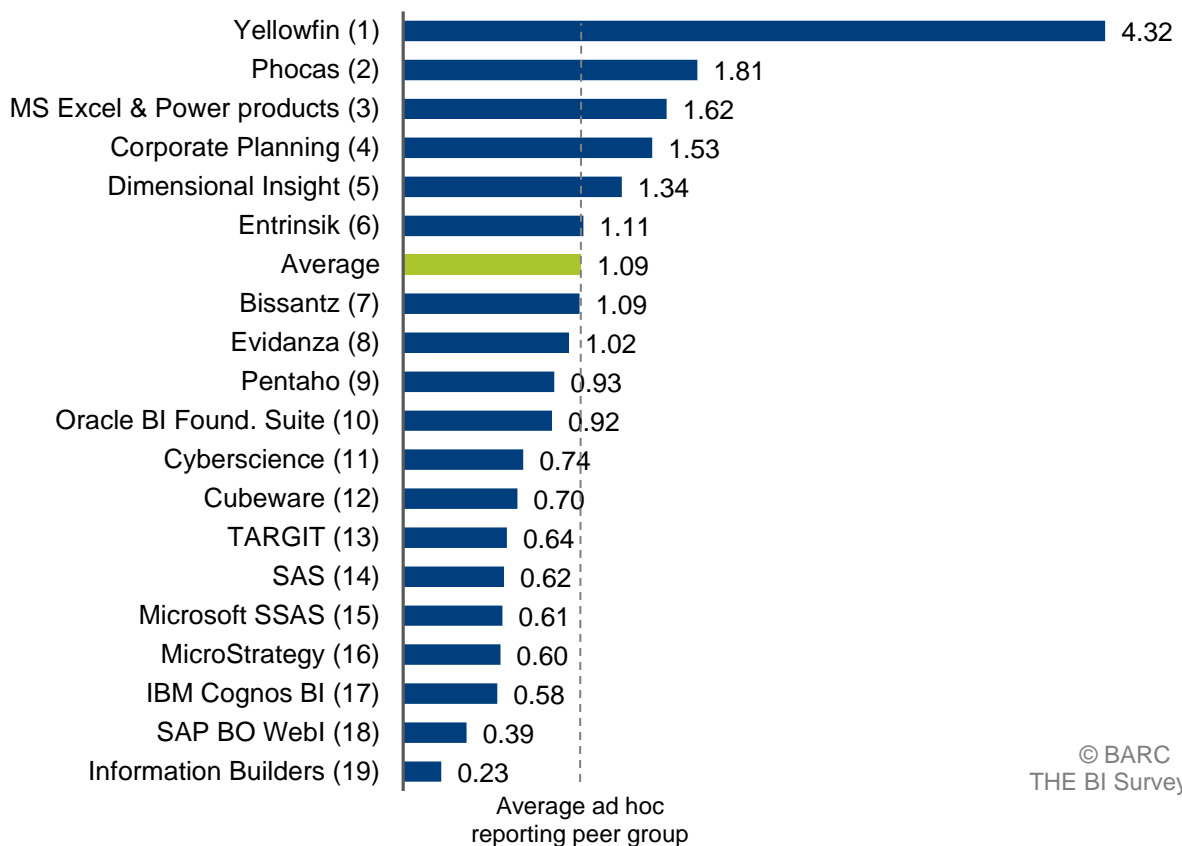
Based on how many sites currently use the product in a cloud environment



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Leading ad-hoc reporting vendor in cloud BI

Based on how many sites currently use the product in a cloud environment

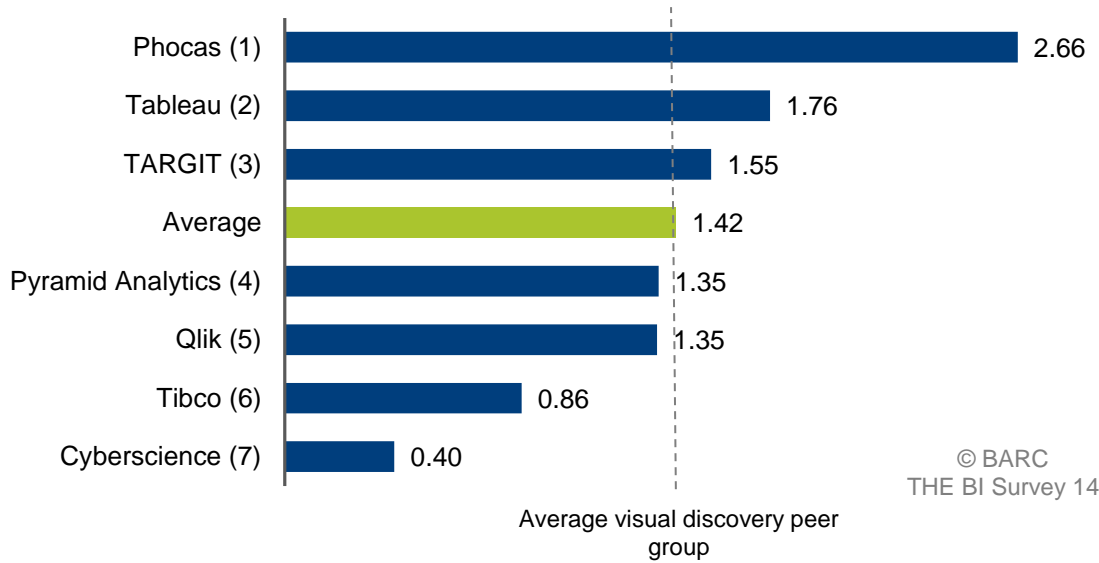


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Cloud BI accounts for around 20 percent of Phocas' revenues and is a big growth area for Phocas right now. Its software is based on HTML5 so there is little difference in the functionality and look and feel of its cloud and on-premise versions. The vendor's mobile BI customers often choose to access the tool via the cloud.

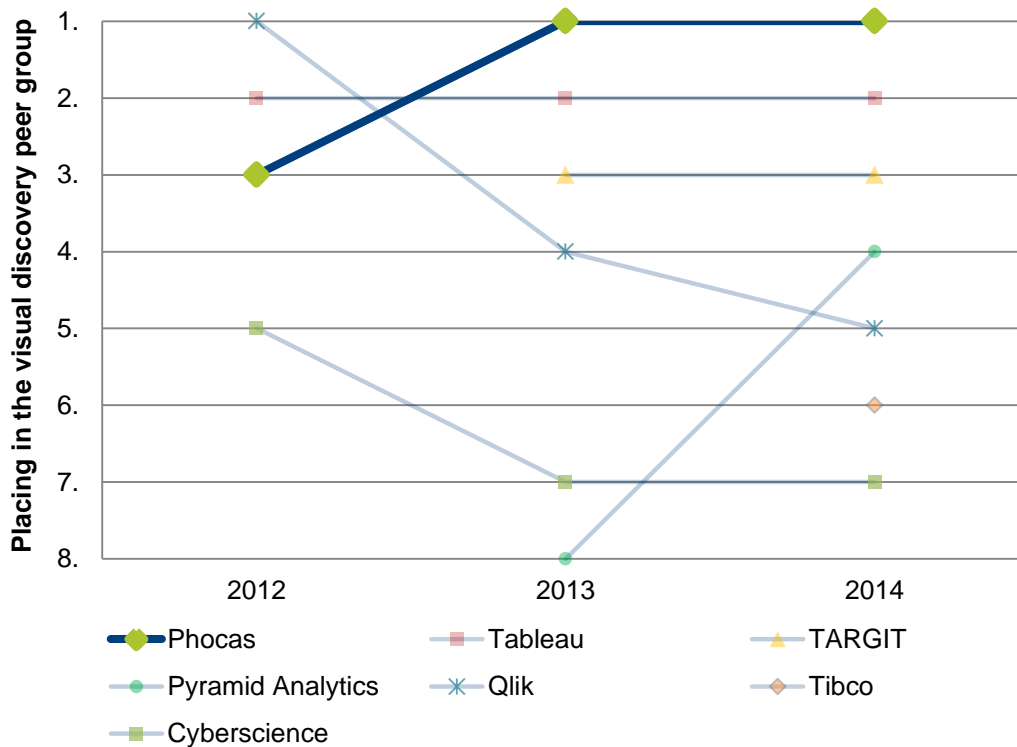
Top ranked visual discovery vendor in mobile BI

Based on how many sites currently use mobile BI with their BI tool



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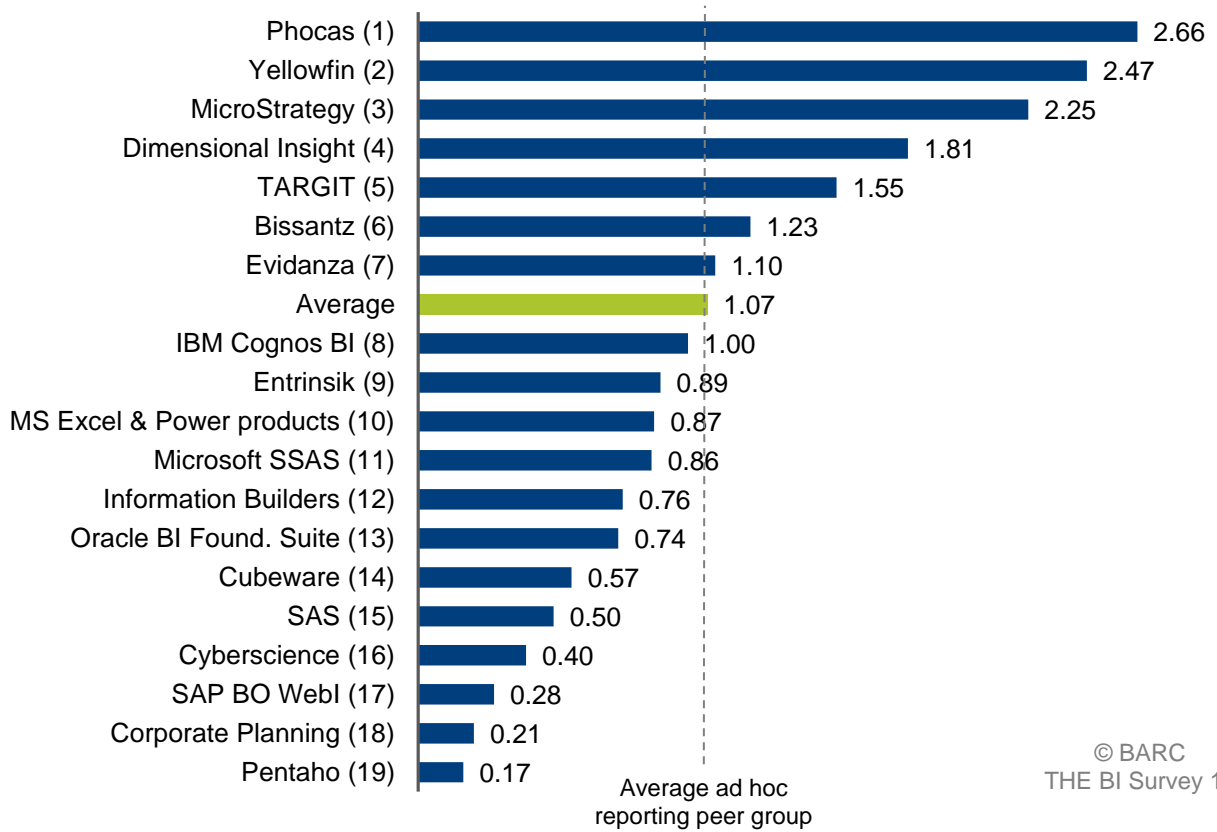
Consistently outstanding visual discovery vendor in mobile BI in the past three years



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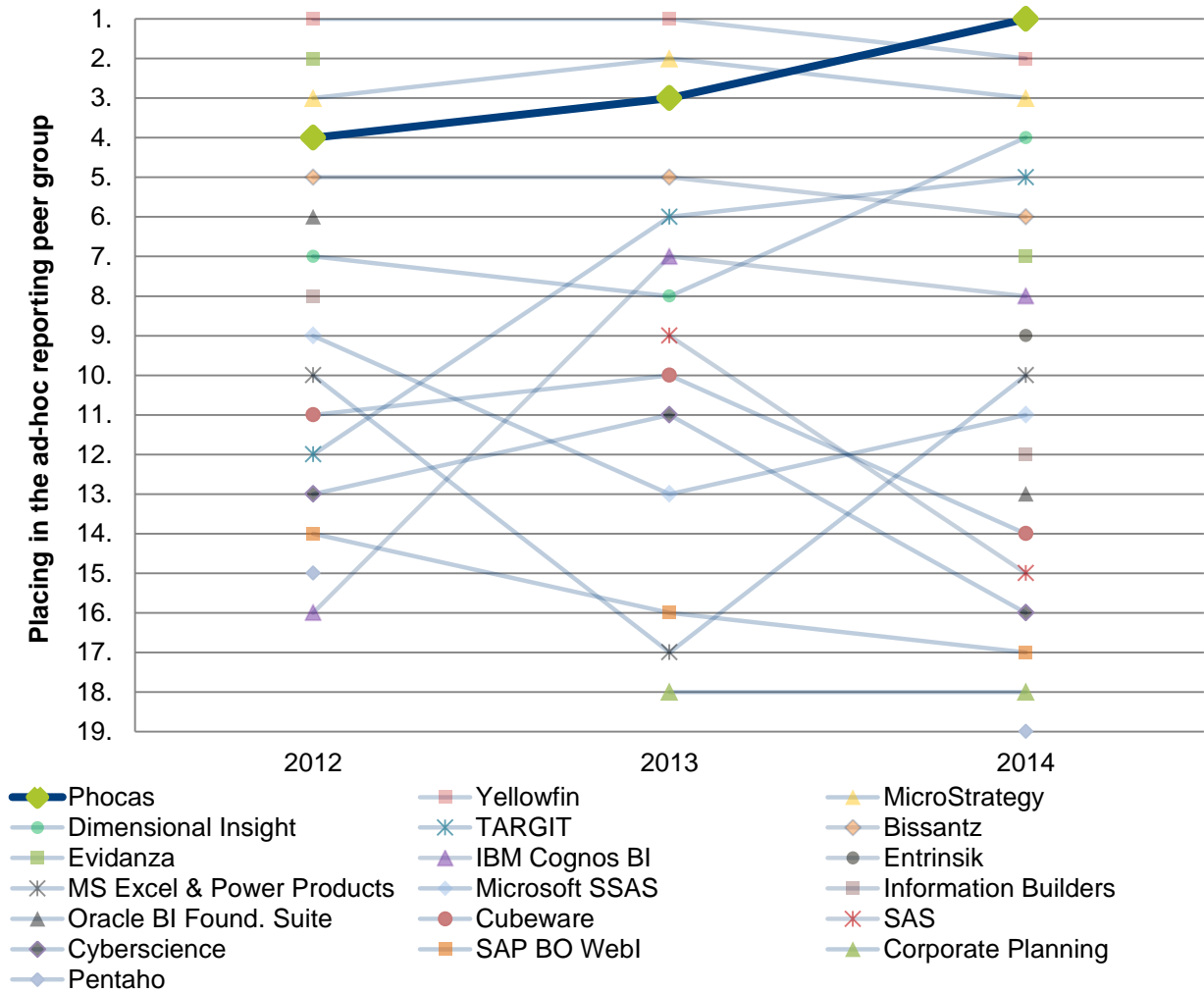
Top ranked ad-hoc reporting vendor in mobile BI

Based on how many sites currently use mobile BI with their BI tool



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Consistently outstanding ad-hoc reporting vendor in mobile BI in the past three years

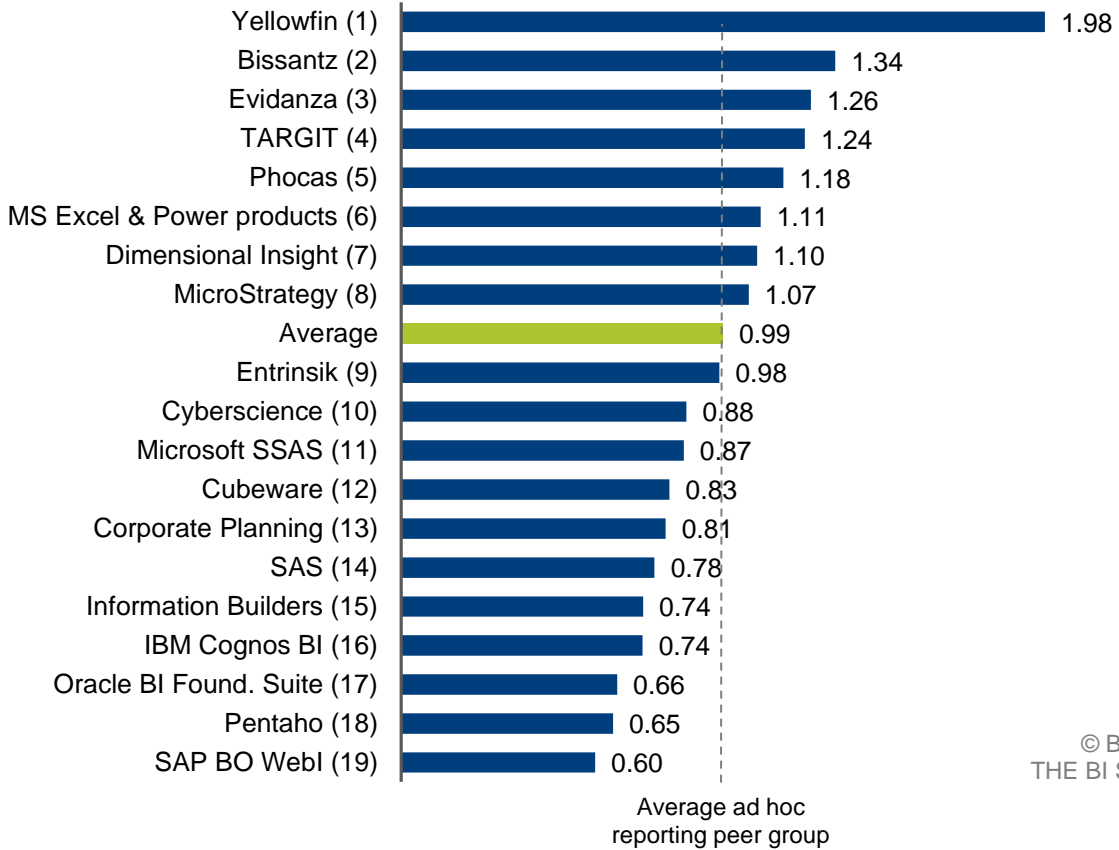


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Phocas took a chance on HTML5 when it first launched its mobile BI offering in November 2012, a gamble that paid off handsomely as HTML5 became established as the industry standard approach. The mobile version offers the same functionality as the web client and, although focused mainly on tablets, dashboard tiles can be viewed on smartphones.

Leading ad-hoc reporting vendor in innovation

Combines the 'Cloud BI', 'Collaboration', 'Data discovery/visualization', 'Mobile BI', 'Operational BI' and 'Visual design standards' KPIs to measure the product's level of innovation

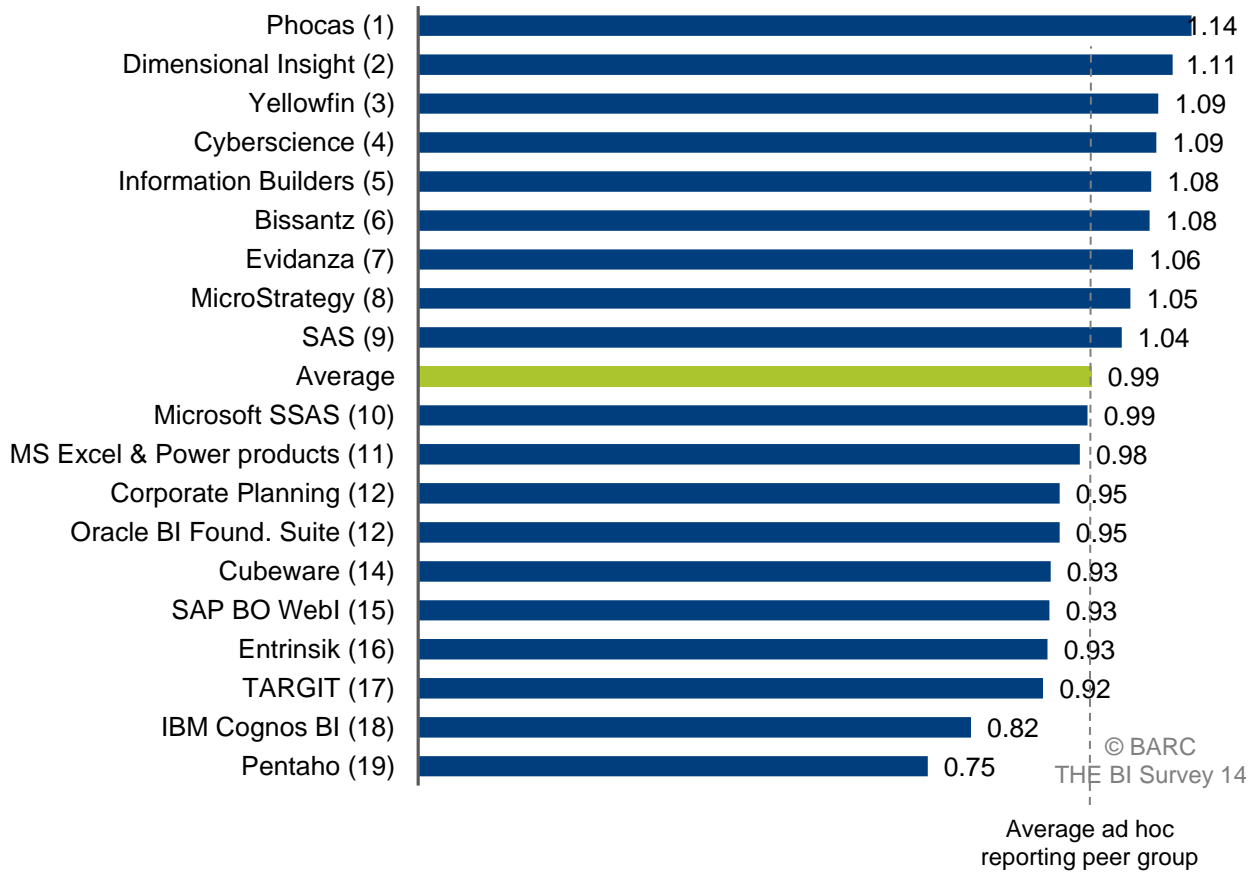


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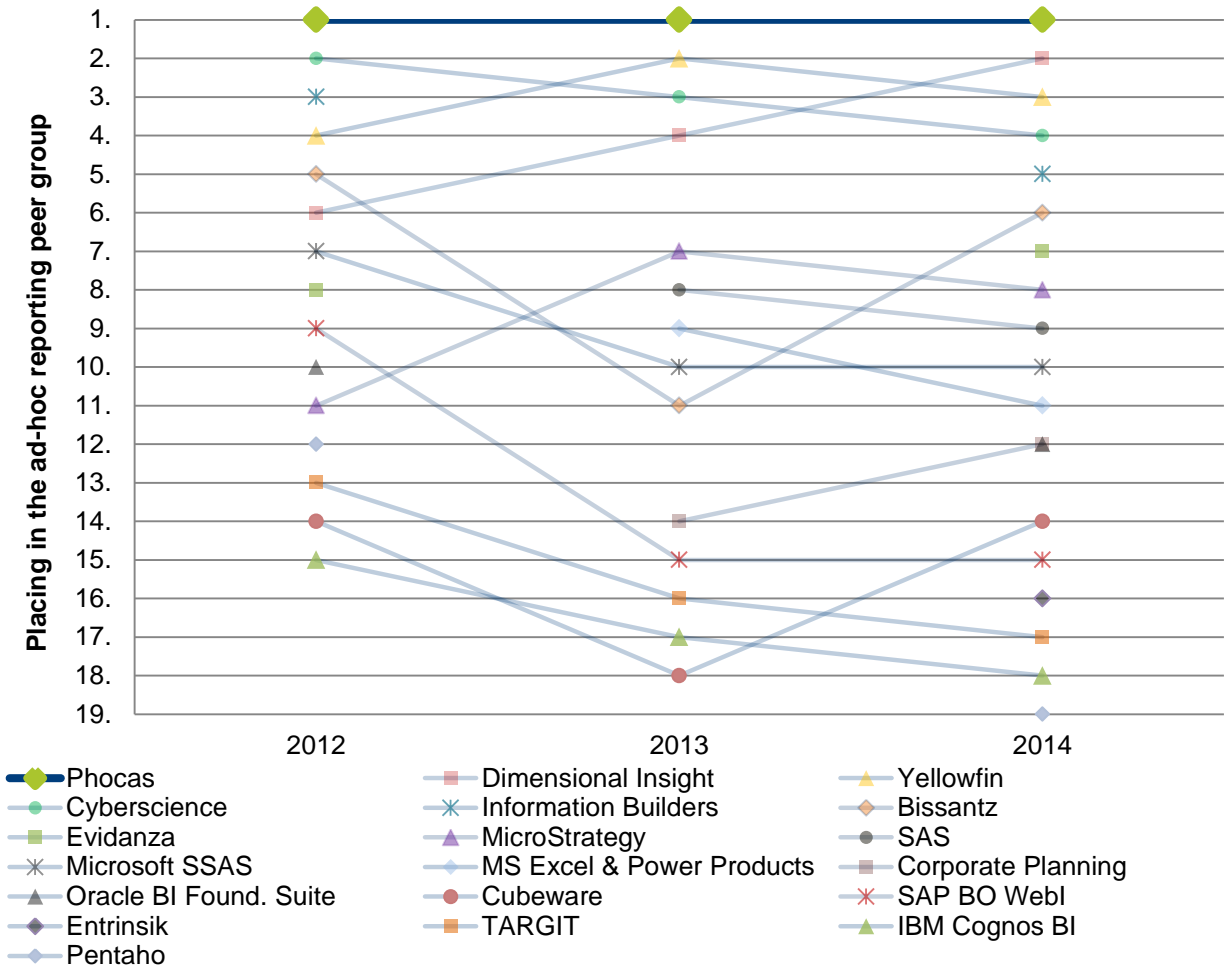
Phocas has invested much in innovation in recent years and achieves a strong result in this category on the back of the high level of adoption of its cloud and mobile BI offerings. The vendor also performs well in the area of data discovery and visualization in this year's survey.

Top ranked ad-hoc reporting vendor in performance satisfaction

Measures the frequency of complaints about the system's performance



Top ranked ad-hoc reporting vendor in performance satisfaction in the past three years



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Top ranked visual discovery vendor in performance satisfaction

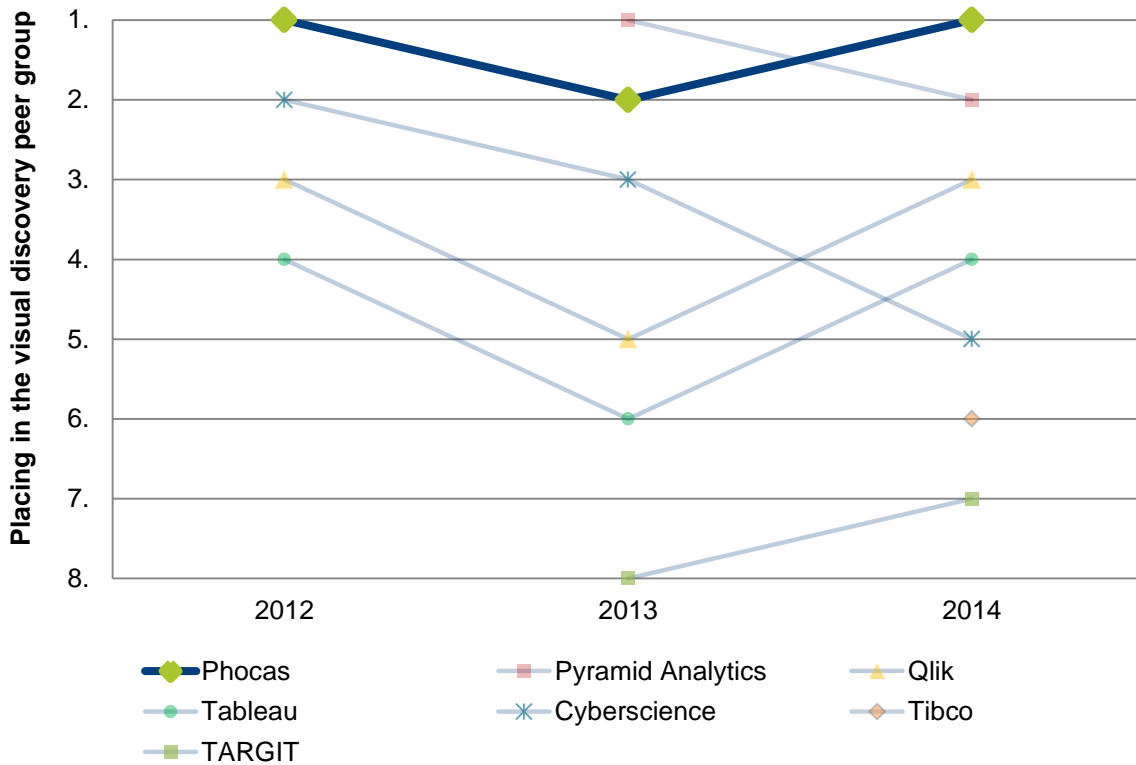
Measures the frequency of complaints about the system's performance



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Average visual discovery peer group

Consistently outstanding visual discovery vendor in performance satisfaction in the past three years

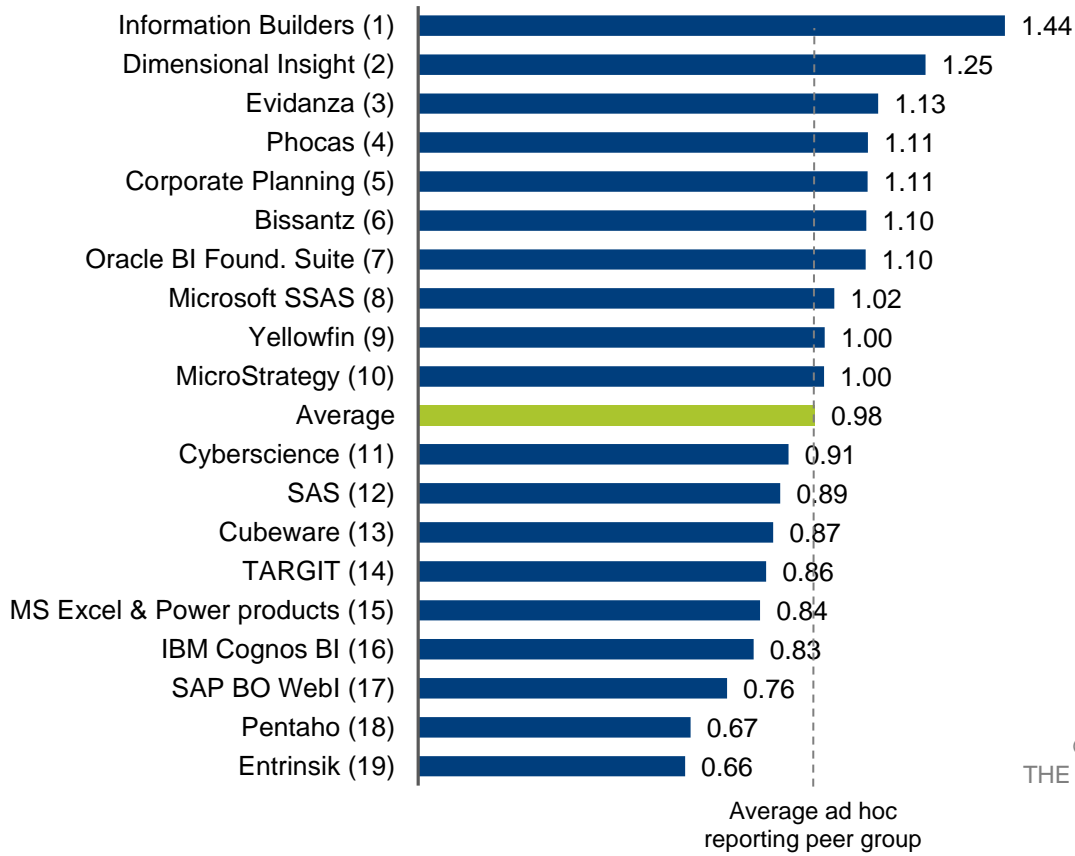


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Phocas has achieved consistently outstanding results in the 'Performance satisfaction' KPI over the last three years, illustrating that users have few complaints about the tool's performance. Using Microsoft SQL Server as the only supported database platform means development effort can be focused on optimizing the data model and tuning the query engine to this single platform. This specialized approach clearly resonates well with end users.

Leading ad-hoc reporting vendor in performance

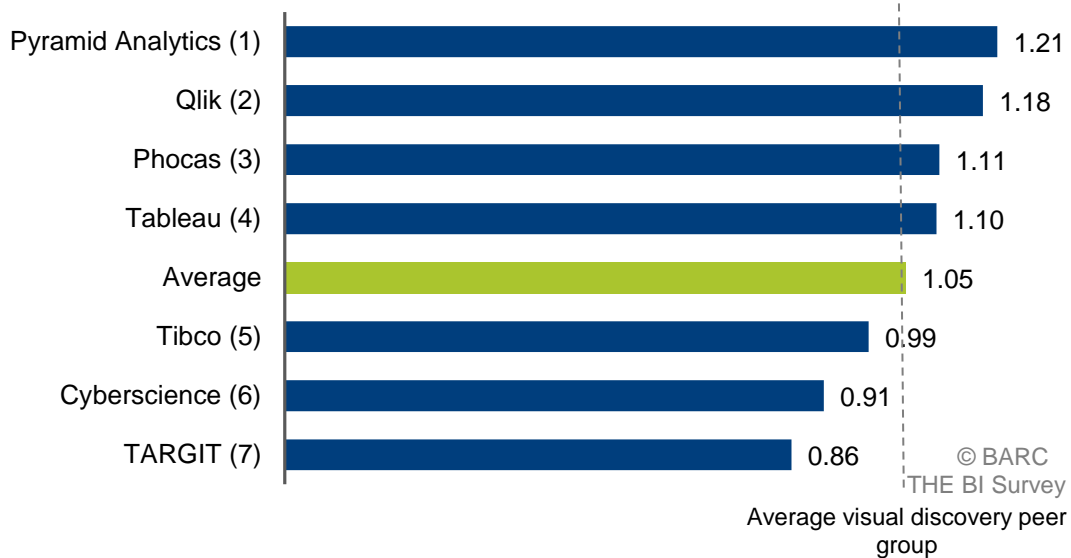
A combination of the 'Query performance' and 'Performance satisfaction' KPIs



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Leading visual discovery vendor in performance

A combination of the 'Query performance' and 'Performance satisfaction' KPIs

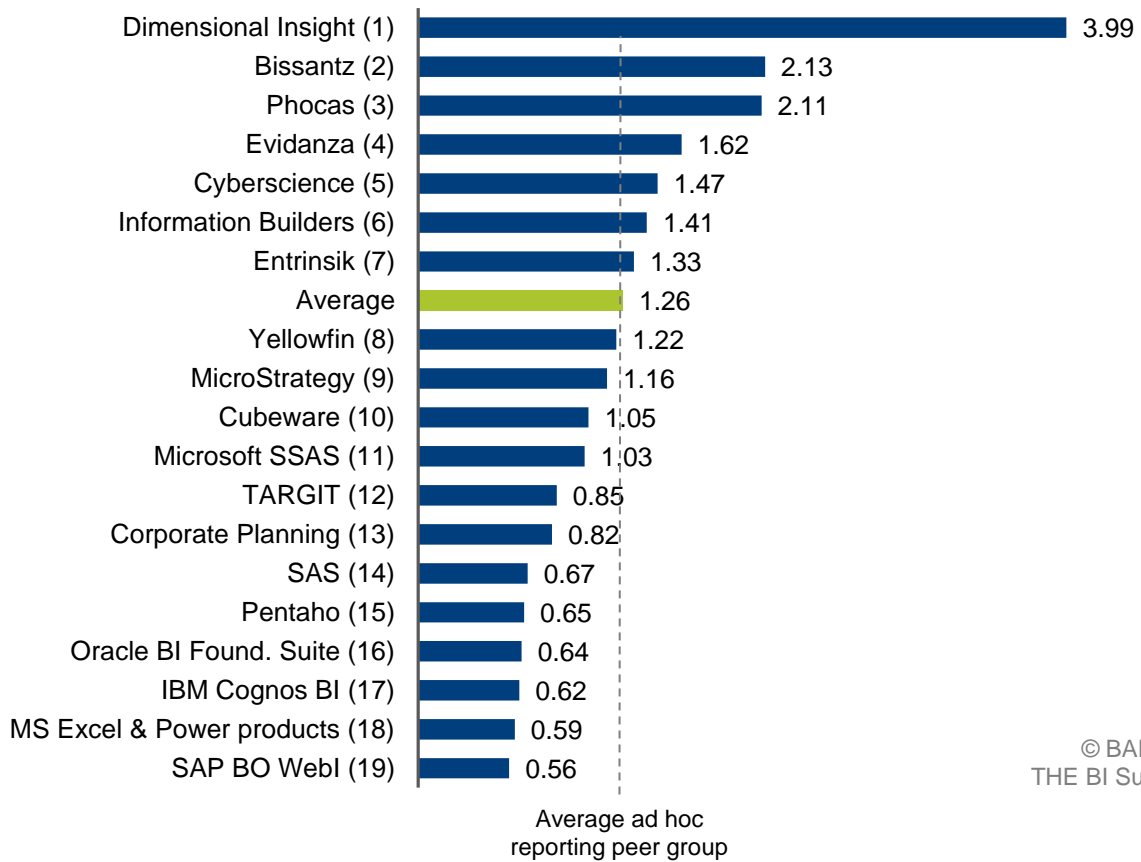


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The Performance KPI aggregates customer feedback on query performance speed and satisfaction with performance. While Phocas is not the fastest product on the market, speed is not the be-all and end-all. Users have very few complaints about performance and rate it positively as a whole. Phocas is often purchased to replace the inadequate reporting and analysis functionality and performance provided by their ERP systems, and users seem satisfied with the performance 'upgrade'.

Leading ad-hoc reporting vendor in product satisfaction

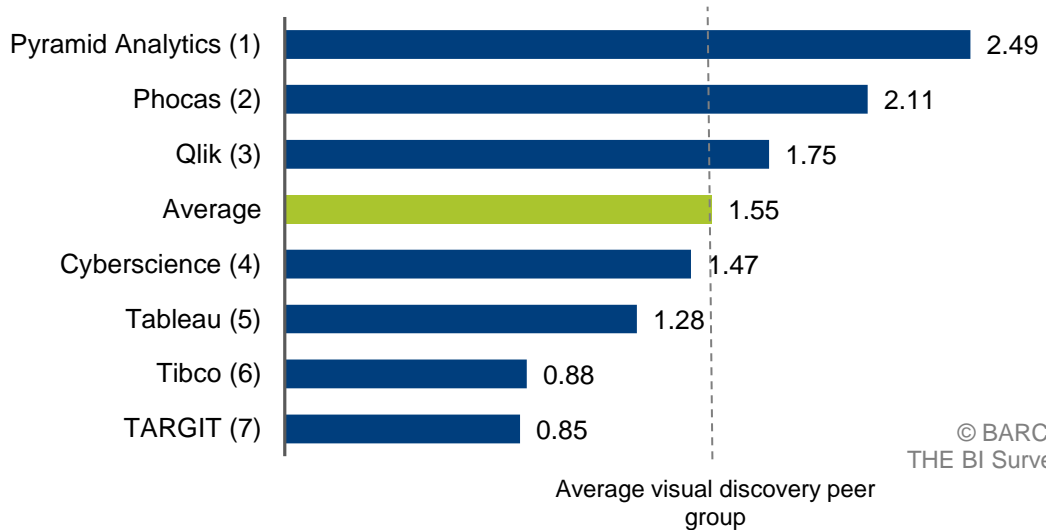
Based on the frequency of problems encountered with the product



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Leading visual discovery vendor in product satisfaction

Based on the frequency of problems encountered with the product

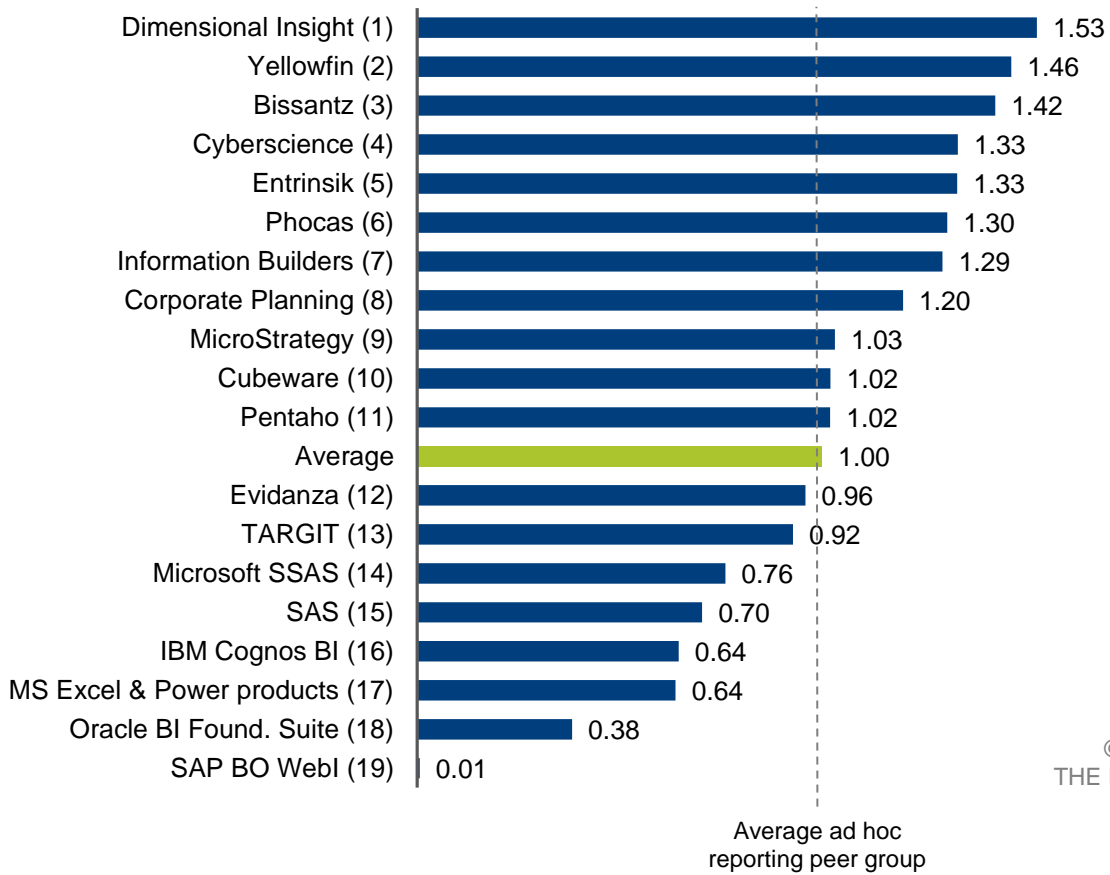


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THE BI Survey 14

Users report very few product-related problems with Phocas. The tool is well engineered and capable of delivering what the vendor promises. It is pitched as a flexible, self-service BI product for business users and our survey feedback suggests it does what it says on the tin, with business users requiring minimal technical support to run it once it has been set up with the help of the IT department.

Leading ad-hoc reporting vendor in vendor support

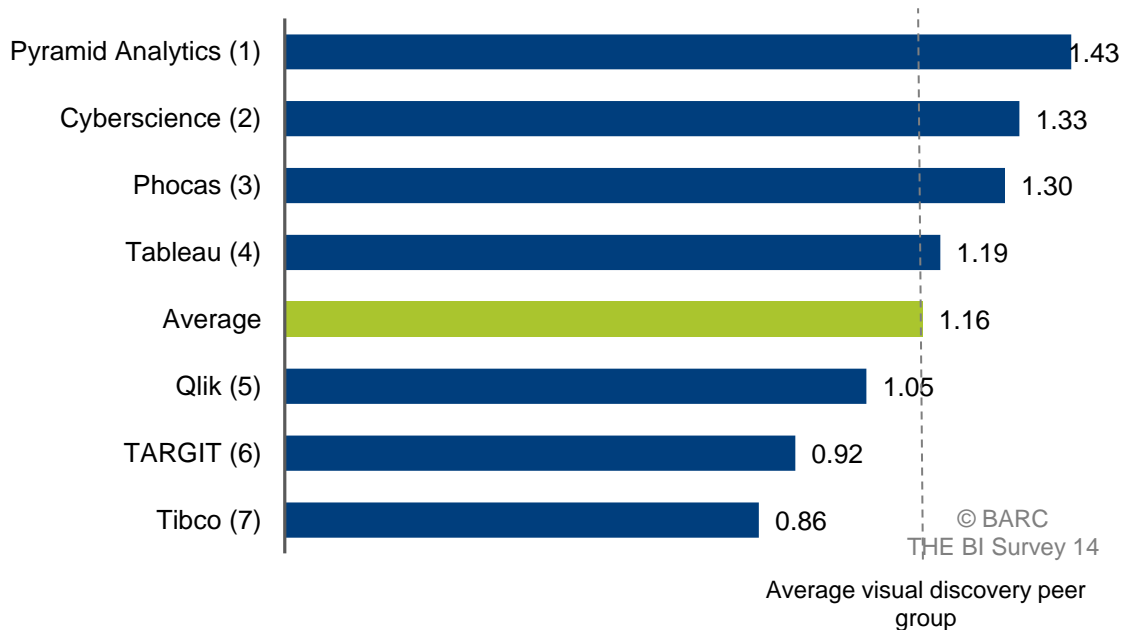
Measures user satisfaction with the level of vendor support provided for the product



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Leading visual discovery vendor in vendor support

Measures user satisfaction with the level of vendor support provided for the product



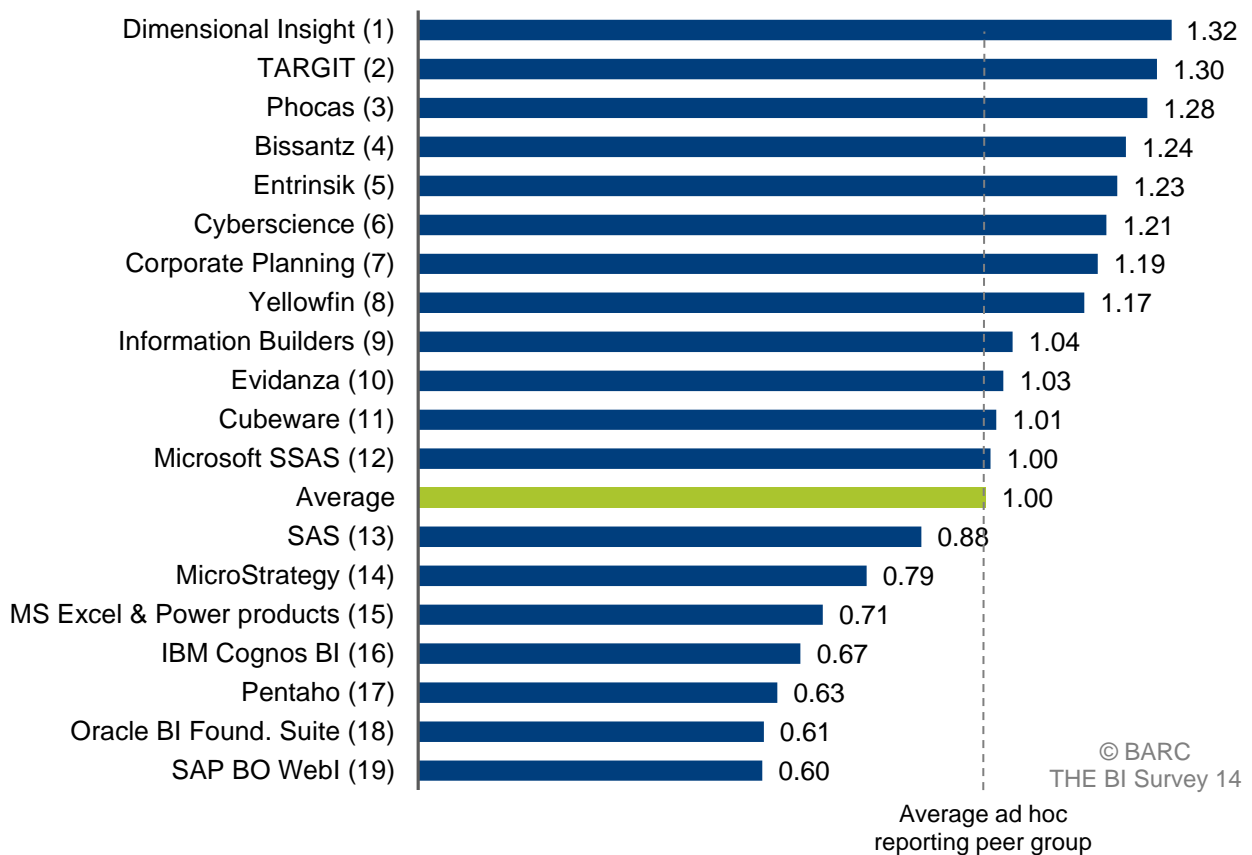
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Phocas has an international presence but its offices and customers are based almost exclusively in native English-speaking countries. This brings an ease of communication in the support process that doesn't always exist with other vendors.

The vendor's specialization in particular industries and business functions also contributes to this good result. Phocas consultants not only provide technical support, but their service level is enhanced by a familiarity with the business needs of many of their customers.

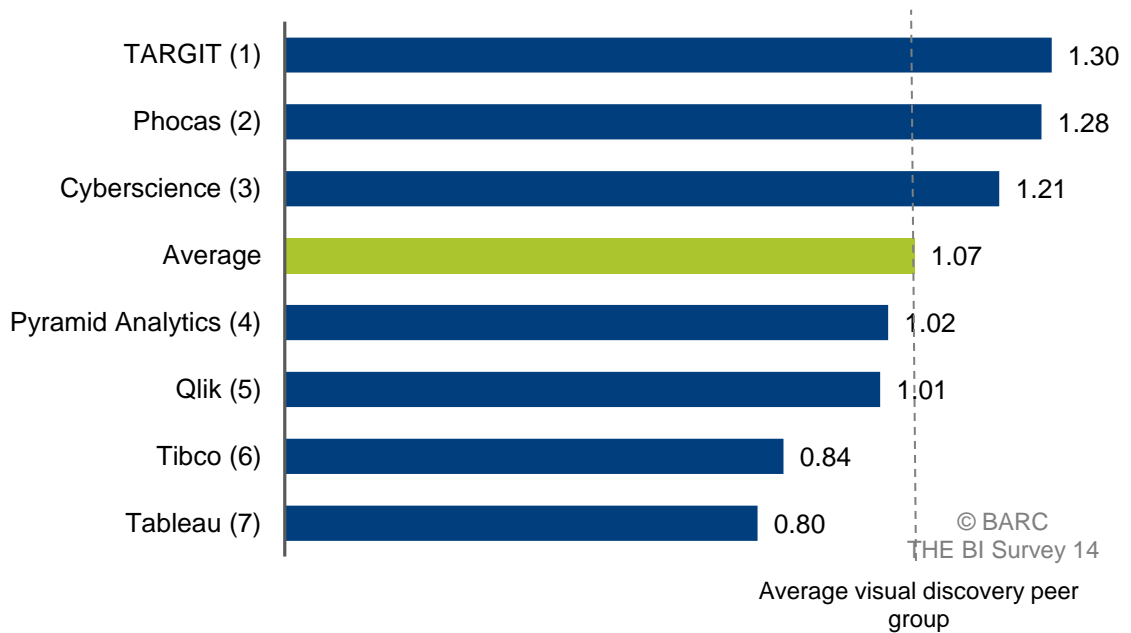
Leading ad-hoc reporting vendor in implementer support

Measures user satisfaction with the level of the implementer's support for the product



Leading visual discovery vendor in implementer support

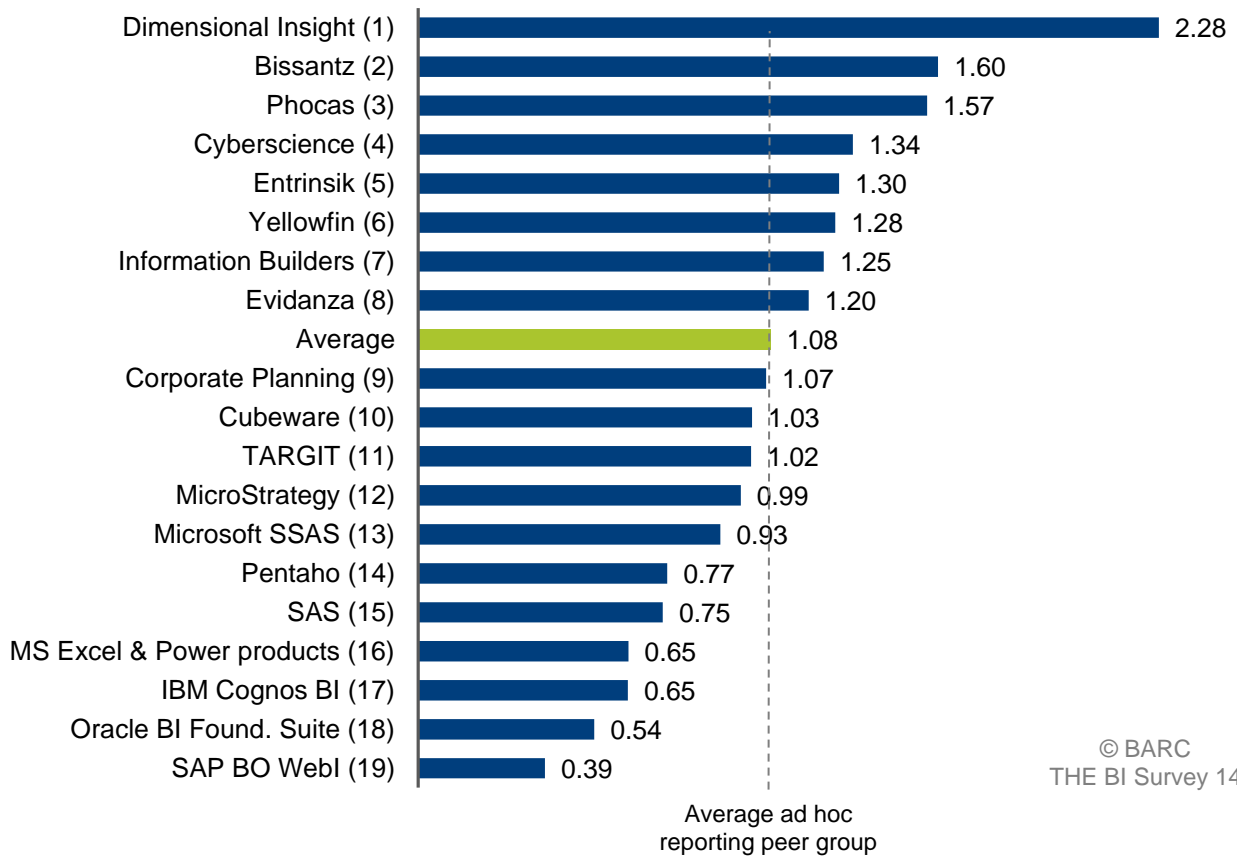
Measures user satisfaction with the level of the implementer's support for the product



Implementer support is highly valued by Phocas customers. The vendor's own team does most customer implementations itself but Phocas has been slowly building a partner network since 2010, which now has a small but effective presence in all three of its principal markets. There are currently six partners in the United Kingdom and three each in Australia and the United States.

Leading ad-hoc reporting vendor in customer satisfaction

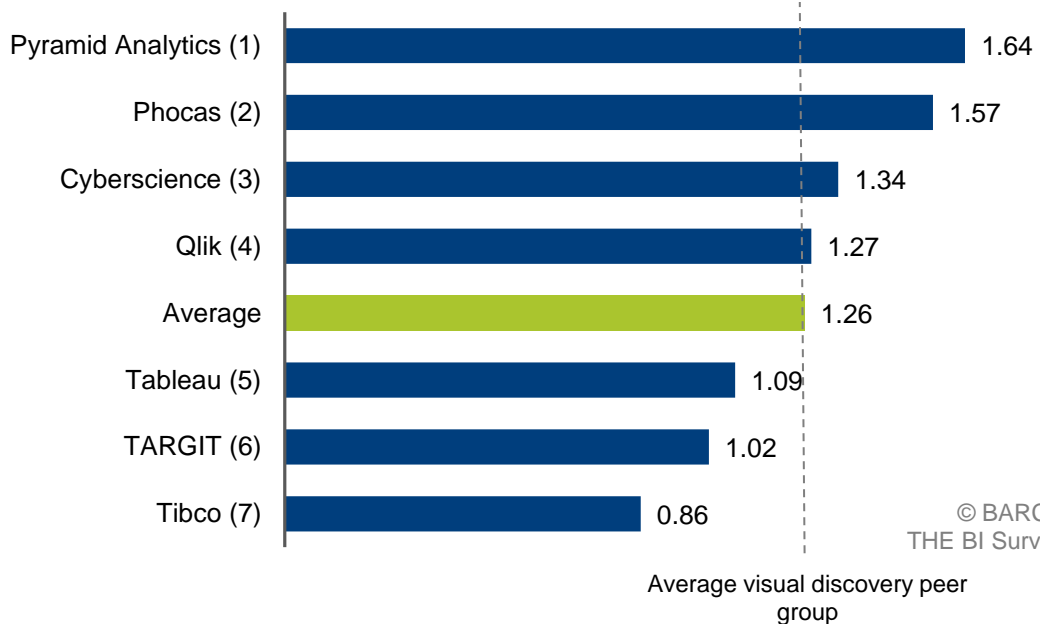
Combines the 'Product satisfaction', 'Vendor support' and 'Implementer support' KPIs



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Leading visual discovery vendor in customer satisfaction

Combines the 'Product satisfaction', 'Vendor support' and 'Implementer support' KPIs

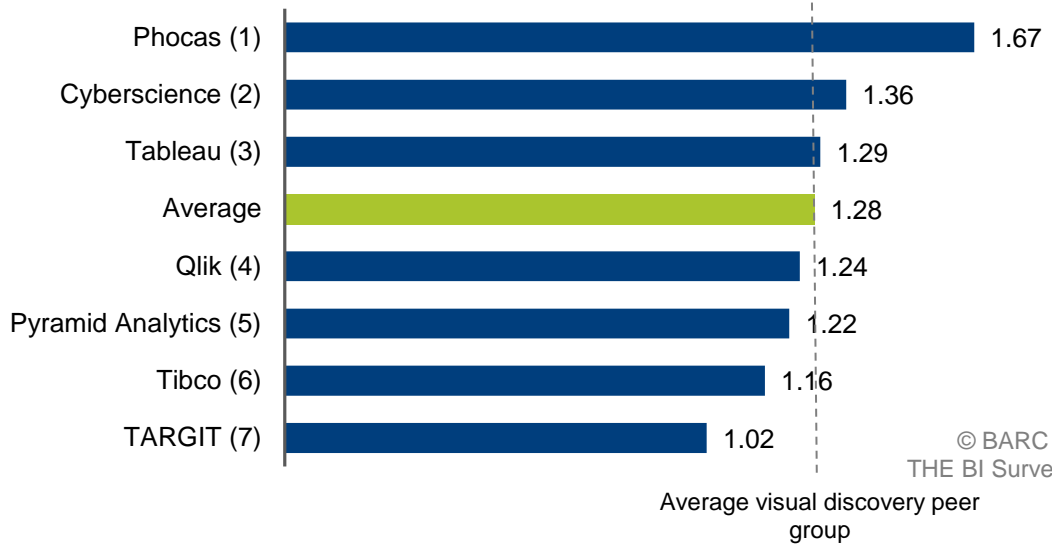


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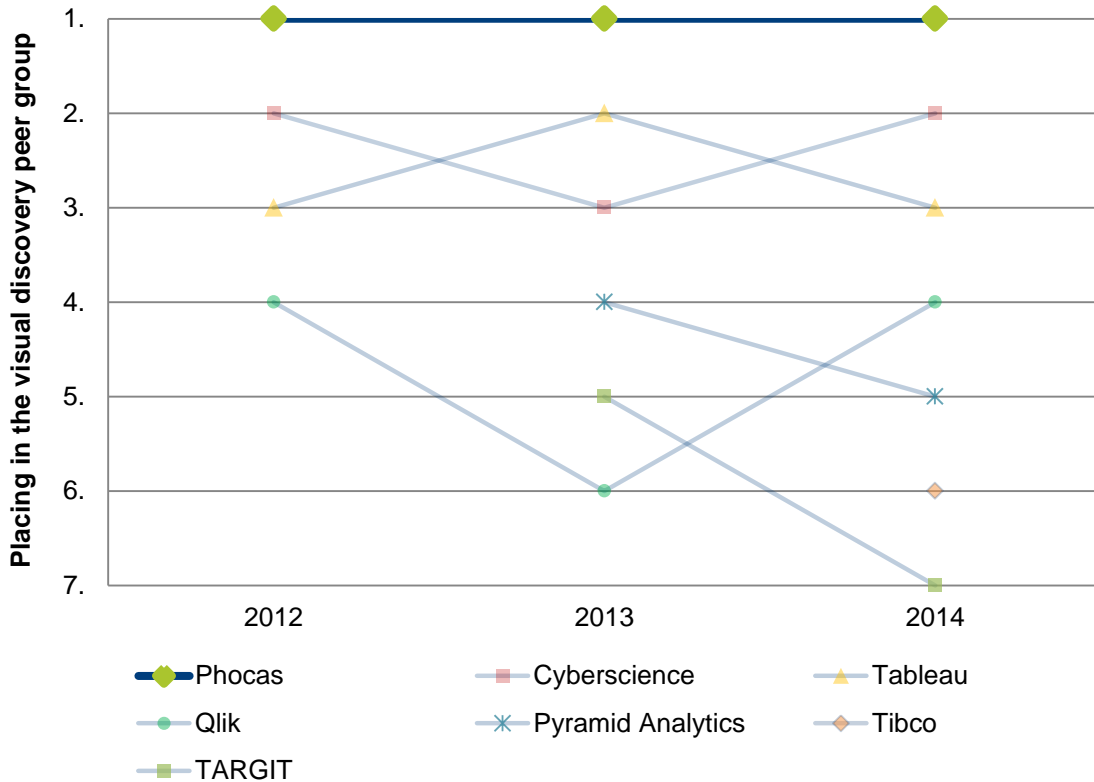
Phocas's strong results in the 'Product satisfaction', 'Vendor support' and 'Implementer support' KPIs (see above) lead to an excellent 'Customer satisfaction' rating.

Top ranked visual discovery vendor in project length

Based on how quickly the product is implemented



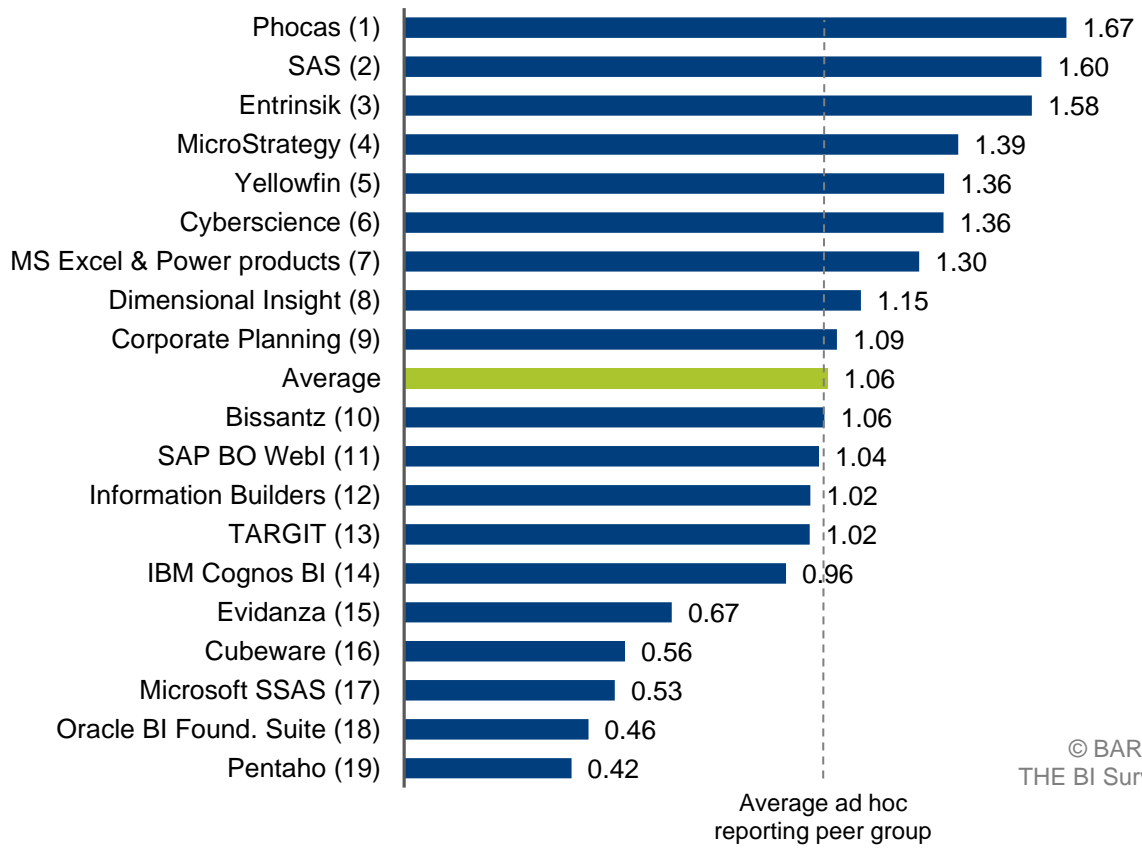
Top ranked visual discovery vendor in project length in the past three years



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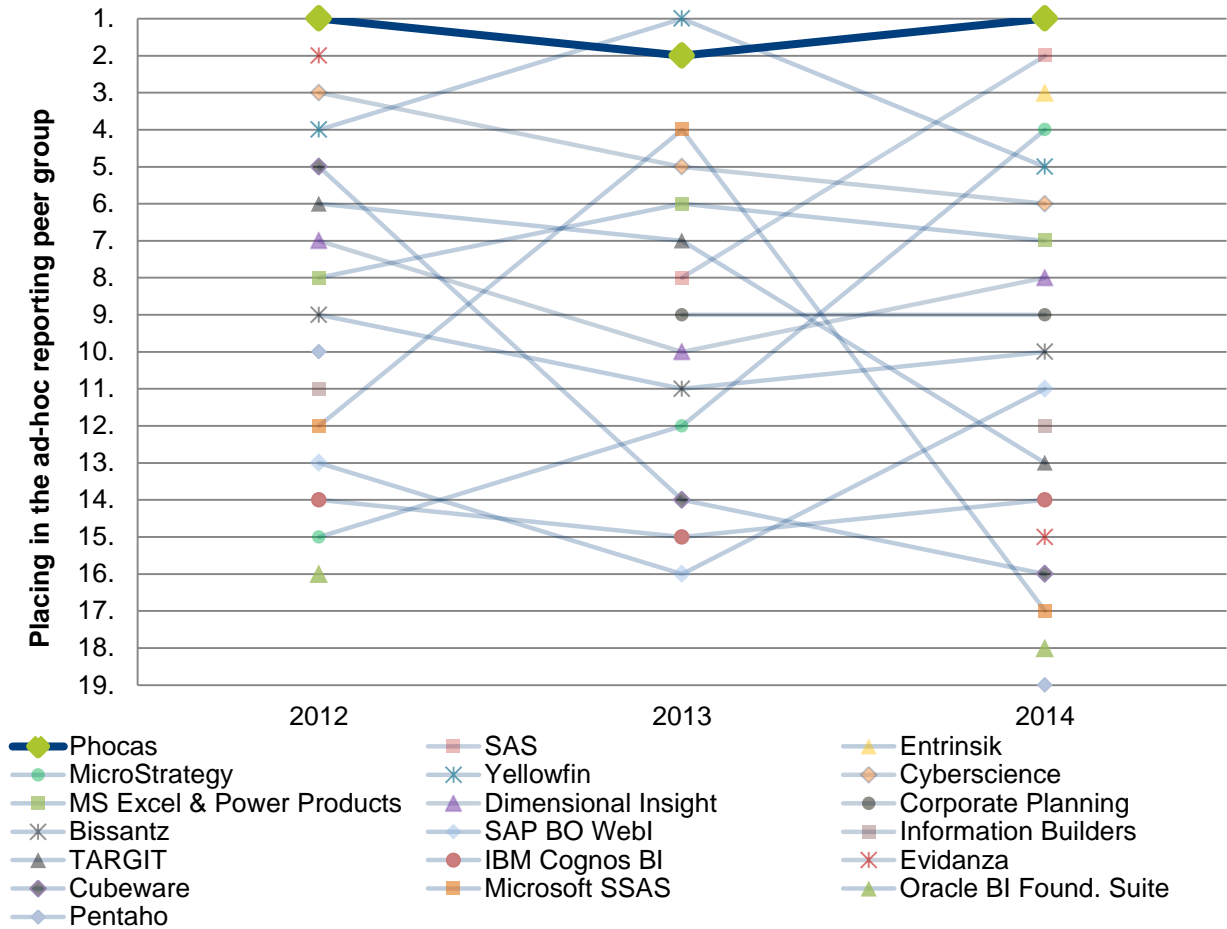
Top ranked ad-hoc reporting vendor in project length

Based on how quickly the product is implemented



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Consistently outstanding ad-hoc reporting vendor in project length in the past three years



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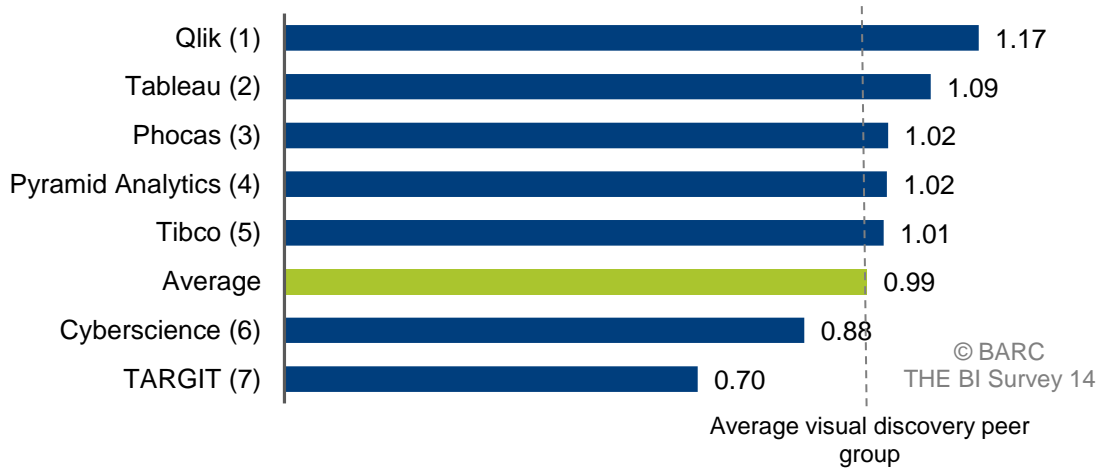
Of course, Phocas deals mostly in relatively small projects with low user numbers so the average project length is naturally shorter than most. The vendor claims that most projects can be completed within two months. However, there are more good reasons why Phocas consistently achieves outstanding results in this KPI.

The real killer in the process time of BI projects is often the data integration piece. Phocas covers this base well, offering technical adapters and a good knowledge of dealing with ERP systems and accessing the data required.

Phocas' industry and business function specialization is also a critical factor. The vendor understands what business users want, bringing in templates – as well as a sound understanding of customer requirements - to speed up the project.

Leading visual discovery vendor in flexibility for the user

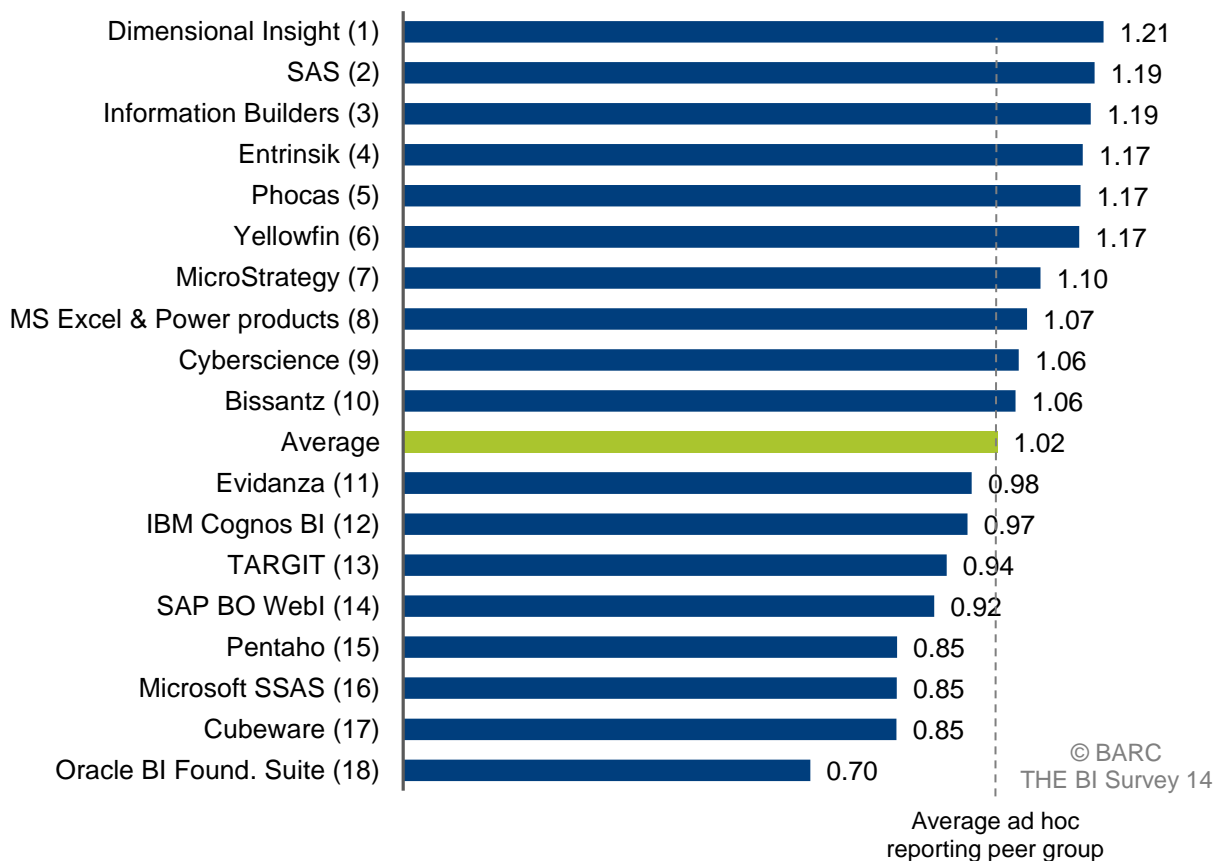
Based on how often the product was chosen for its flexibility and the frequency of complaints about user flexibility post-implementation



Targeted at business users, especially in sales, marketing and finance departments, Phocas' flexibility is a major strength. The way in which non-technical users can access and visualize the data they need to analyze is the key to its flexibility.

Leading ad-hoc reporting vendor in agility

Combines the 'Project length', 'Self-service' and 'Flexibility for users' KPIs



Leading visual discovery vendor in agility

Combines the 'Project length', 'Self-service' and 'Flexibility for users' KPIs



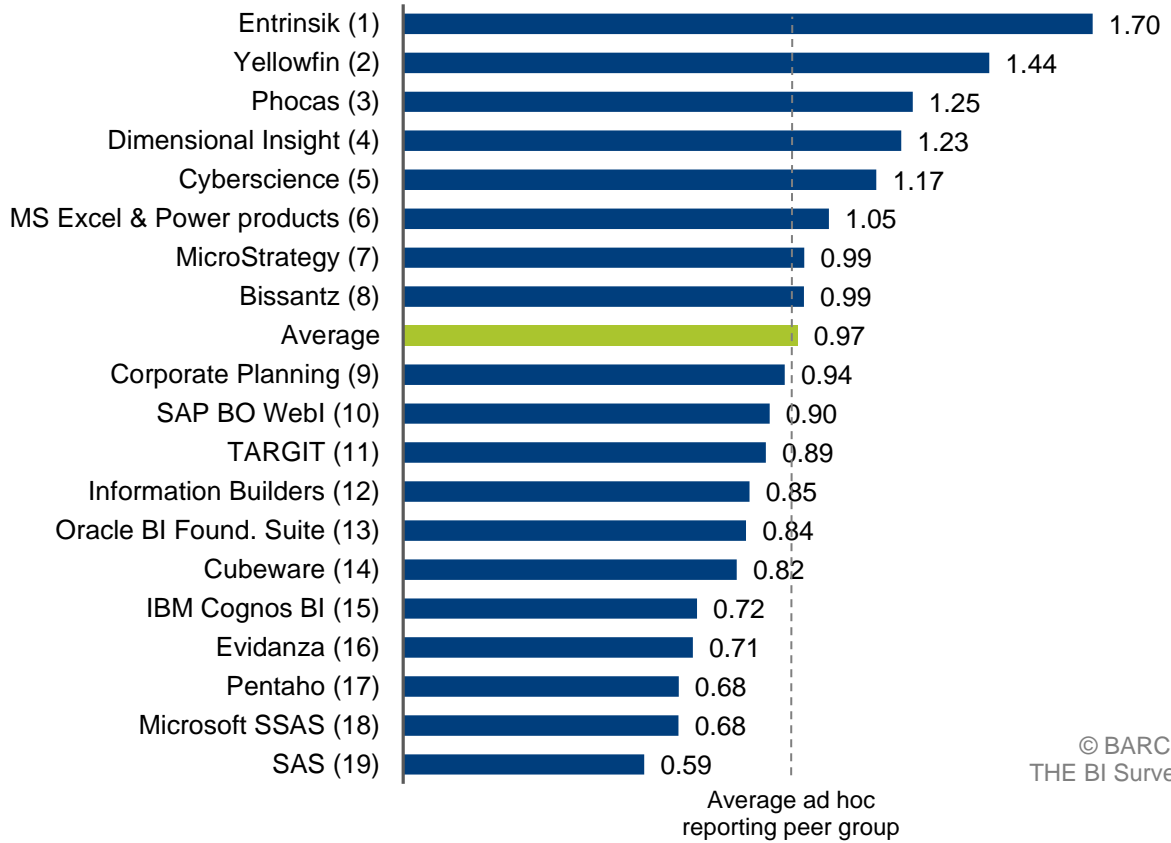
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Average visual discovery peer group

Phocas is rated highly in the 'Project length' and 'Flexibility for users' KPIs and we also consider self-service BI to be one of the product's strengths despite only a few of its customers explicitly claiming to be self-service users in our survey. In our view, any product that's used principally for ad hoc querying – as Phocas is – can be described as a self-service tool to some degree. Phocas has not jumped on the self-service bandwagon like many of its competitors, indeed there are no search results for the term on its Web site. Vendors that explicitly promote the term 'Self-service' usually fare better in this KPI.

Leading ad-hoc reporting vendor in ease of use

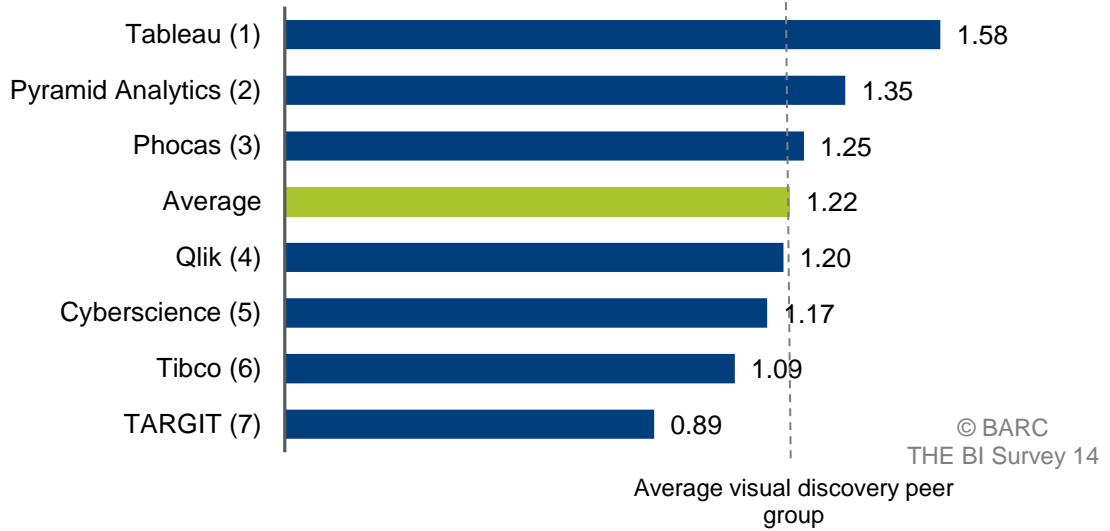
Based on how often the product was chosen for ease of use and the level of complaints about ease of use post-implementation



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Leading visual discovery vendor in ease of use

Based on how often the product was chosen for ease of use and the level of complaints about ease of use post-implementation



Phocas may have less functionality than other tools but it is easy to use and the vendor plays on this in its “Keep it simple” strapline.

The user interface is functional, uncomplicated and intuitive, often using Microsoft-like paradigms with which business users naturally feel comfortable. The types of applications built in Phocas tend to be quite simple and it’s easy to understand how users feel they can achieve what they want with the tool.

Summary

Phocas customers rate the tool very highly across a number of categories in The BI Survey 14, and are willing to recommend it even more frequently than users of rival data discovery products such as QlikView and Tableau.

For the third year running Phocas users report the highest level of usage of mobile BI in the Data Discovery and Ad Hoc Reporting vendors peer groups, and the vendor also maintains its very high standards of recent years in the 'Performance satisfaction' category.

Phocas seems to profit from sticking to what it knows best and doing it well. The product supports just one database – Microsoft SQL Server - and specializes in providing sales and marketing departments in retail, distribution and manufacturing companies with a flexible ad hoc reporting and analysis tool aimed at business users. The benefits of this specialist approach are apparent in excellent results in the 'Business benefits', 'Project success', 'Vendor support', 'Implementer support' and 'Competitive win rate' KPIs. This vendor not only offers a product that performs well, but is also very adept at helping its customers address their business needs with the tool.



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