

The BI & Analytics Survey 23

The voice of the BI and analytics community

This is a specially produced summary
of the headline results for

Phocas



The BI & Analytics Survey 23: Phocas Highlights Dashboard



KPI results

37 top rankings
and
41 leading
positions

*in 3 different
peer groups.*

BI & ANALYTICS
SURVEY 23



Recommendation

97%
of surveyed users say
they would
recommend* Phocas.

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

BI & ANALYTICS
SURVEY 23



Satisfaction

100%
of surveyed users
are **satisfied** with
Phocas.*

** Based on the aggregate of
"Very satisfied" and "Somewhat satisfied".*

BI & ANALYTICS
SURVEY 23



Vendor support

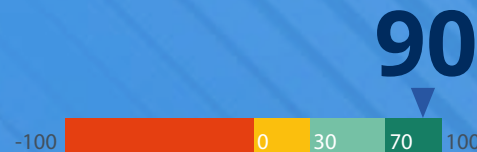
95%
of surveyed users rate
Phocas' **vendor support**
as **excellent or good**.*

** Compared to **64%** for the average
BI & analytics tool.*

BI & ANALYTICS
SURVEY 23



Net Promoter Score (NPS)



BI & ANALYTICS
SURVEY 23



Price-to-value

87%
of surveyed users rate
Phocas' **price to value**
as **excellent or good**.*

** Compared to **72%** for the average
BI & analytics tool.*

BI & ANALYTICS
SURVEY 23



Peer Groups and KPIs

The KPIs

The BI & Analytics Survey 23 uses peer groups and KPIs in order to present the survey results in a series of insightful charts. Each of the KPI charts in this document presents the results of an individual measure (KPI) for a group of comparable products (peer group). The charts summarize the collective opinion of a group of end users and do not necessarily reflect the views of BARC. 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 & Analytics Survey.
- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.
- For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
- A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 25-30% of products listed in the chart.

Peer Group Classification

The BI & Analytics Survey 23 features a range of different types of BI and analytics 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 four key factors:

1. Focus - Is the product focused on and typically used for reporting and dashboards, analysis or embedded analytics?
2. Specialization - Is the vendor a BI and analytics specialist or a business software generalist, offering a broader portfolio of enterprise software for a variety of business requirements?
3. Usage scenario - Is the product typically used in midsize/departmental implementations or large/enterprise-wide implementations?
4. Global presence - Does the vendor have a global reach and offer its products worldwide?

Phocas features in the following peer groups:

- Report & Dashboard Focus
- BI & Analytics Specialists
- Midsize/Departmental Implementations

Peer Groups Overview

[Report & Dashboard Focus:](#) Includes products that focus primarily on the creation and distribution of standardized and governed content such as dashboards or reports.

[Analysis Focus:](#) Includes products that focus primarily on ad hoc query, data navigation and analysis.

[Embedded Analytics Focus:](#) Includes reporting and analytics products that can be embedded in other business applications (e.g., ERP systems).

[Business Software Generalists:](#) Business software generalists have a broad product portfolio that is not limited to BI and analytics, including most (or all) types of enterprise software for a variety of business requirements (e.g., ERP).

[BI & Analytics Specialists:](#) BI & analytics specialists are software vendors who focus solely on BI and/or analytics. Often, they have just one product in their portfolio.

[Midsize/Departmental Implementations:](#) Products in this peer group are typically (but not exclusively) used in small and midsize scenarios and/or departmental implementations with a moderate number of users and data volumes.

[Large/Enterprise-Wide Implementations:](#) Products in this peer group are typically (but not exclusively) used in large scenarios and/or enterprise-wide implementations with a large number of users and data volumes.

[International BI Giants:](#) Includes products from companies with annual revenues of \$400m+ and a truly international reach (partner ecosystem, on-site locations, global installations and revenues).

Peer Group
Midsize/Departmental
Implementations



1. Top-ranked in
Business Benefits
Business Value
Recommendation
Product Satisfaction
Customer Satisfaction
Analyses & Ad Hoc Query
Customer Experience
Cloud BI
Innovation
Competitive Win Rate



Leader in
Project Success
Project Length
Price to Value
Vendor Support
Implementer Support
Dashboards
Functionality
Self-Service
Ease of Use
Query Performance
Performance Satisfaction
Sales Experience
Visual Analysis
Location Intelligence
Mobile BI
Operational BI
Competitiveness

The BI & Analytics Survey 23: Phocas Highlights



Peer Group
Report & Dashboard Focus



1. Top-ranked in
Business Benefits
Project Length
Business Value
Recommendation
Implementer Support
Product Satisfaction
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Leader in
Project Success
Vendor Support
Dashboards
Functionality
Self-Service
Ease of Use
Flexibility
Query Performance
Sales Experience
Visual Analysis
Mobile BI
Operational BI
Competitiveness

Summary

Phocas received great customer feedback this year, achieving 37 top ranks and 41 leading positions across its three peer groups. Every single customer responding to this survey stated that they would recommend Phocas to others, which is an outstanding endorsement. In addition, they are all satisfied with the product and more than half reported that they have not experienced any significant problems with it. Unsurprisingly, Phocas is top-ranked in the *Business Benefits* KPI, which proves that the solution delivers value for its customers. Users are also satisfied with the support provided by the vendor and implementers, as well as with the success of their implementation projects.



Peer Group BI & Analytics Specialists



Top-ranked in

- Business Benefits
- Project Length
- Business Value
- Recommendation
- Implementer Support
- Product Satisfaction
- Customer Satisfaction
- Analyses & Ad Hoc Query
- Performance Satisfaction
- Customer Experience
- Cloud BI
- Innovation
- Competitive Win Rate
- Competitiveness

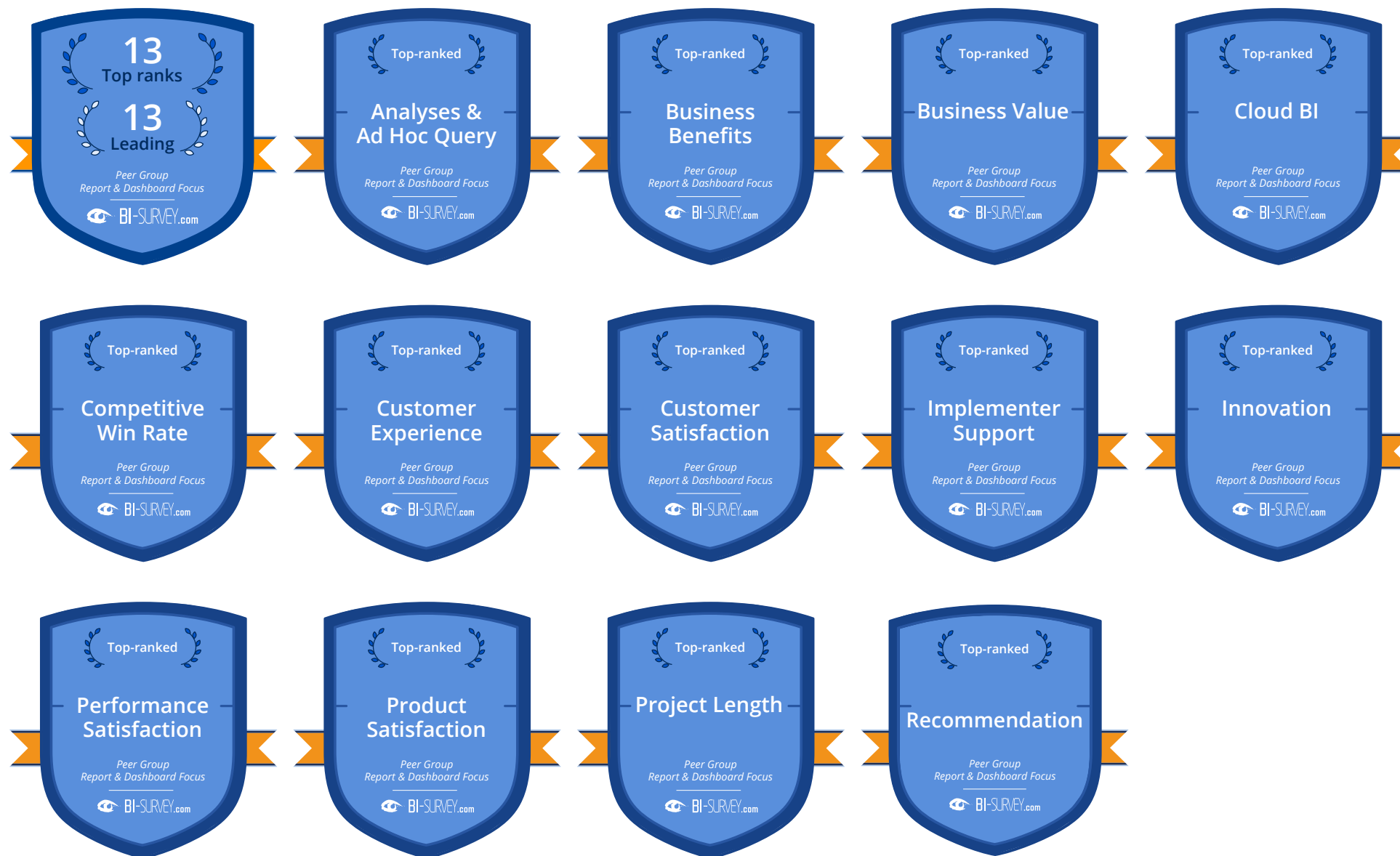


Leader in

- Project Success
- Vendor Support
- Dashboards
- Functionality
- Self-Service
- Ease of Use
- Flexibility
- Query Performance
- Sales Experience
- Mobile BI
- Operational BI

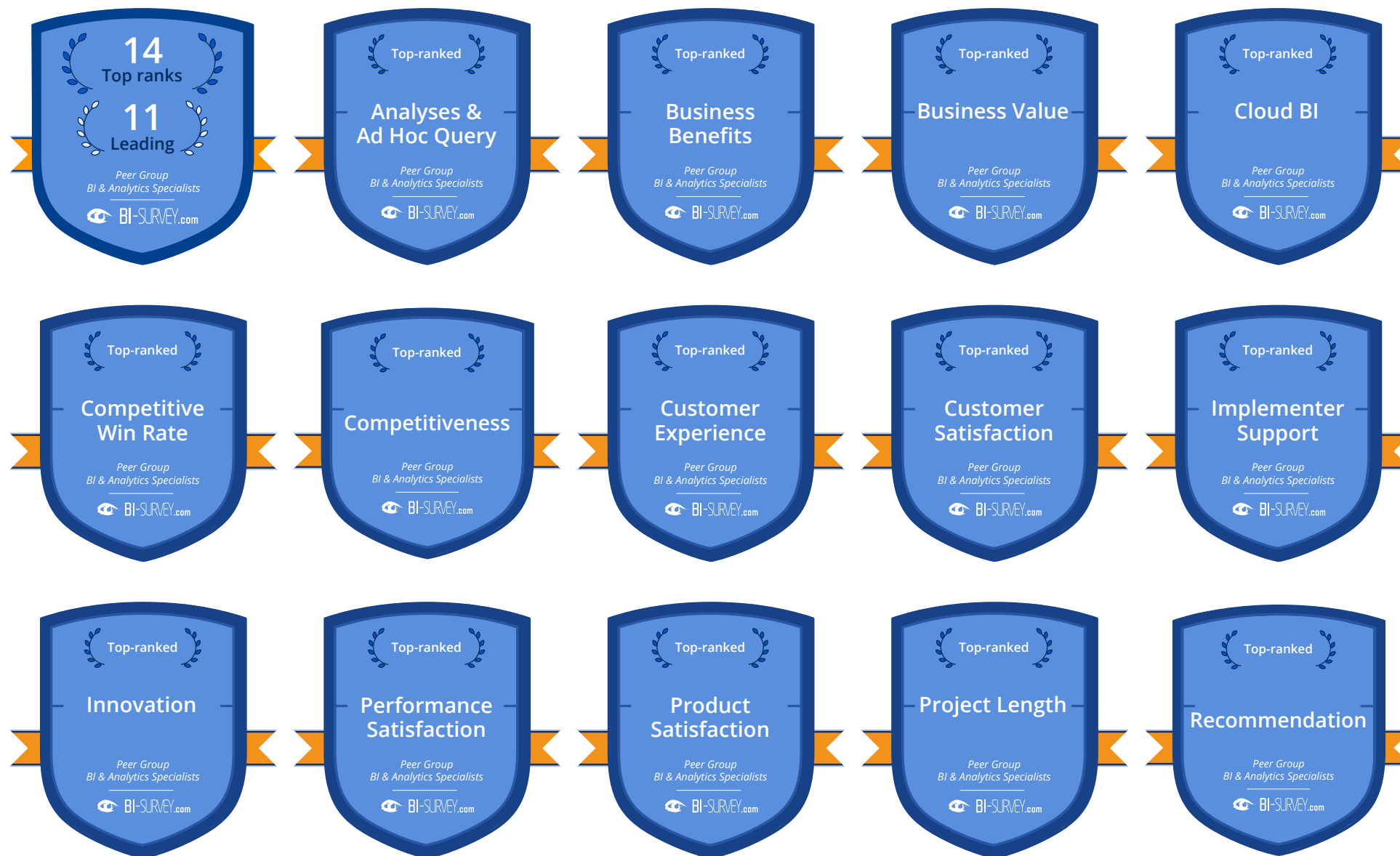


The BI & Analytics Survey 23: Phocas Top Ranks



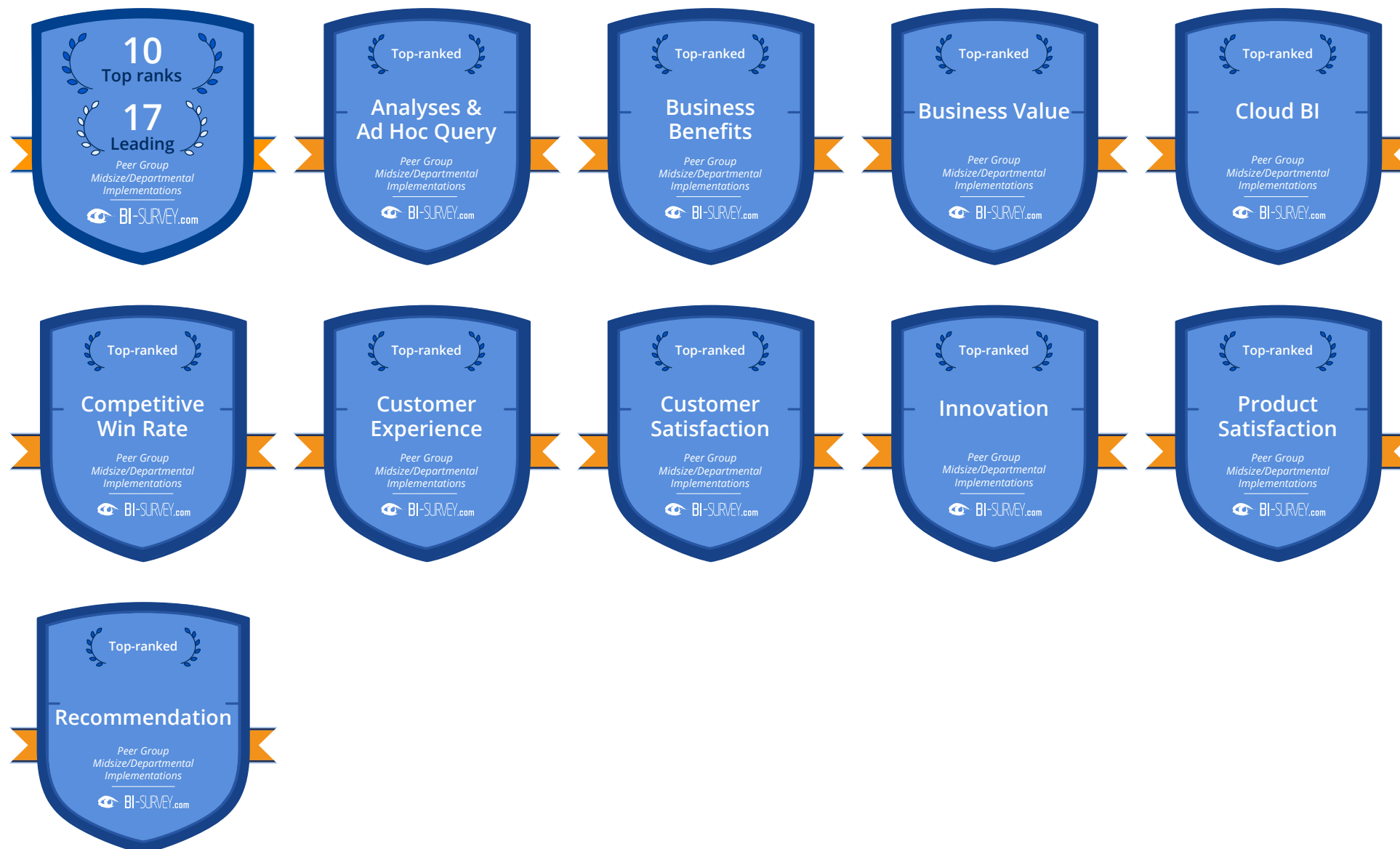


The BI & Analytics Survey 23: Phocas Top Ranks





The BI & Analytics Survey 23: Phocas Top Ranks



Customer Quotes

I am very pleased with Phocas. Getting the company up and running with EDA has been very easy for the most part, and the Phocas employees are very responsive and knowledgeable when we get stuck on a problem.

 BI-SURVEY.com

Project manager for BI/analytics from IT department, Retail/Wholesale, 100 - 2500 employees

I love the product and am excited to see the development of their budgeting software.

 BI-SURVEY.com

Head of department, Less than 100 employees

From day 1 PHOCAS has been a great fit for our needs. It worked right out of the box with limited setup. Had used other BI products before with little success of getting users to actually use it but with PHOCAS ... after about a 30 min training session our users began using Phocas and never looked back.

 BI-SURVEY.com

CIO/Head of IT, Retail/Wholesale, 100 - 2500 employees

Excellent tool backed by excellent support from Account Manager to MD.

 BI-SURVEY.com

/Project manager for BI/analytics from IT department, Retail/Wholesale , 100 - 2500 employees

We've been using it for nearly 20 years. We've seen it grow into an excellent cloud based system. We like it.

 BI-SURVEY.com

CIO/Head of IT, Retail/Wholesale, 100 - 2500 employees



What Customers Like Most

Easy for users to use without needing IT support, easy to create usable data and share with colleagues, customers & suppliers.

 BI-SURVEY.com

CIO/Head of IT, Retail/Wholesale, 100 - 2500 employees

Ease of use, flexibility of application, stability of the platform.

 BI-SURVEY.com

COO, Retail/Wholesale, Less than 100 employees

Simplicity in function but powerful insights.

 BI-SURVEY.com

Employee of a cross-departmental BI/analytics team, Retail/Wholesale, Less than 100 employees

Great company and better employees, they truly care about the success of my company and do everything they can to help us achieve our goals. They do what they say, when they say they will do it, support is above and beyond any other company we deal with for software support. They listen to our suggestions (as a group) and enhance the software to what we as customers need to adapt to our changing marketplace.

 BI-SURVEY.com

President and co-owner, Manufacturing, Less than 100 employees

Ease of use - can do dynamic analysis. Easy to show others how to use.

 BI-SURVEY.com

CEO, Services, Less than 100 employees



Phocas overview

Phocas was founded in 2001 in the UK and is now a medium-sized company with full-service offices on three continents. The company has shown continuous growth over the last ten years and currently has around 2,500 customers. Phocas now has over 91 percent recurring subscription revenue, spread fairly evenly between the UK, Australia and North America. The self-funded company is still privately held by its founders.

Phocas software is designed for the manufacturing, distribution and retail industries. The company aims to provide its customers with data analytics solutions for the whole business, targeting users from different departments such as finance, sales, executives, IT and operations.

The company has five main products: Phocas Analytics is the core product focused on ad hoc query, reporting and dashboards. Phocas Financial Statements is a dynamic reporting and analysis product for financial information which extends Phocas Analytics. Phocas Budgeting and Forecasting is a business-user-oriented planning, budgeting and forecasting software. Phocas

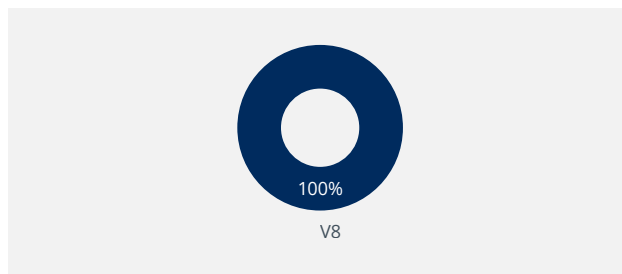
Rebates, which is built on top of Phocas Analytics, analyzes margin and performance, while the CRM application combines the analytical capabilities of Phocas BI with operational processes for sales and marketing (e.g., contact/campaign management).

Phocas' consulting teams are experts in these areas and can help customers to set up data integration from ERP systems and expandable prebuilt data models. Although it has traditionally adopted a direct sales strategy, Phocas now relies on its partner business with its abundance of expertise and tool specialization. The partner network is expanding with a number of larger partners, especially in new distribution regions such as Asia and Europe.

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

Versions used

n=30



Phocas customer responses

This year we had 39 responses from Phocas users. At the time of the survey, all of them were using version 8.

Introduction



THE BI & ANALYTICS SURVEY 23

The BI & Analytics Survey 23 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2022. In total, 1,951 business intelligence and analytics end users took the survey with 1,592 answering a series of detailed questions about their use of a named product. Altogether, 24 products (or groups of products) are analyzed in detail.

The BI & Analytics Survey 23 examines user feedback on BI product selection and usage across 34 criteria (KPIs) including Business Benefits, Project Success, Business Value, Recommendation, Customer Satisfaction, Customer Experience, Innovation and Competitiveness.

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

For more information on the survey, visit [The BI Survey website](#).



User and Use Case Demographics

BARC Comment

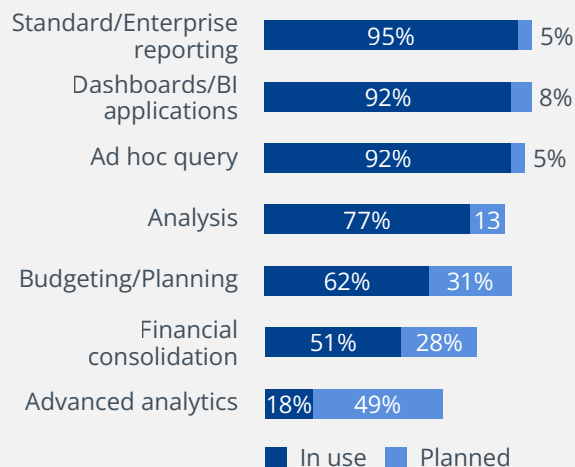
85 percent of this year's Phocas respondents came from the vendor's core verticals: 64 percent from retail/wholesale and 21 percent from manufacturing. Regionally, there was an even split from North America and the UK (44 percent each), 10 percent from APAC and 3 percent from the rest of the world.

Phocas' strongest footprint is in mid-sized companies, which is reflected in this year's results: 62 percent came from companies with between 100 and 2,500 employees and 36 percent came from smaller companies. Overall, the median company size in terms of number of employees is 250. Customers reported a median of 145 users per company and a mean of 40. With an average of 31 percent of employees using BI (compared to the overall survey average of 21 percent), the product is more widely used in customer companies than most of its rivals.

Over 90 percent of customers use Phocas for reporting, dashboards and ad hoc query. Its use in business departments dominates our demographic survey feedback. Almost all customers (95 percent) use the product in sales, 90 percent in management, followed by 67 percent in procurement and finance, and 62 percent in marketing.

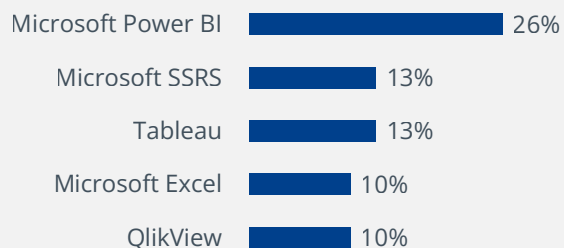
Current vs. planned use

n=39



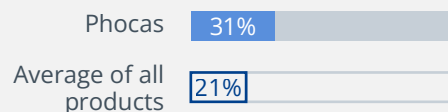
5 products most often evaluated in competition with Phocas

n=39



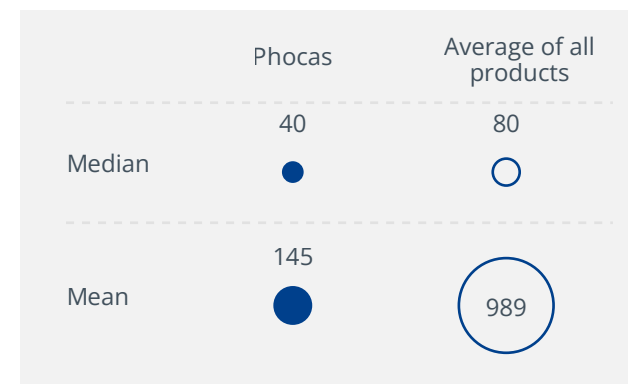
Percentage of employees using Phocas

n=39



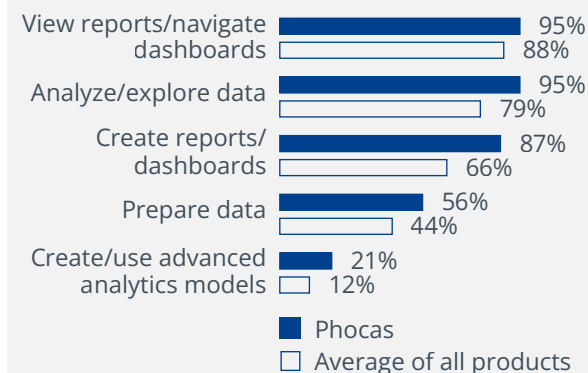
Number of users using Phocas

n=39



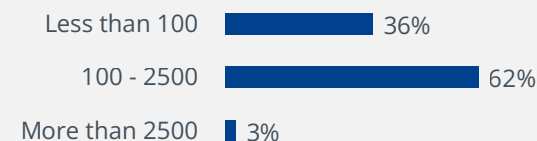
Tasks carried out with Phocas by business users

n=39



Company size (employees)

n=39



Business Benefits

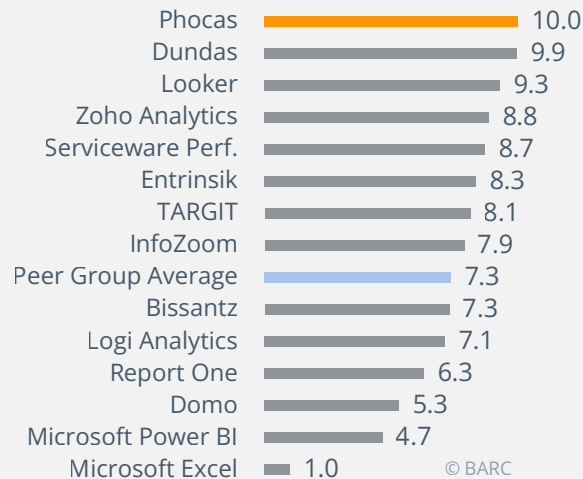


This KPI is based on the achievement level of a variety of business benefits.

Business Benefits – Top-ranked



Peer Group: Midsize/Departmental Implementations

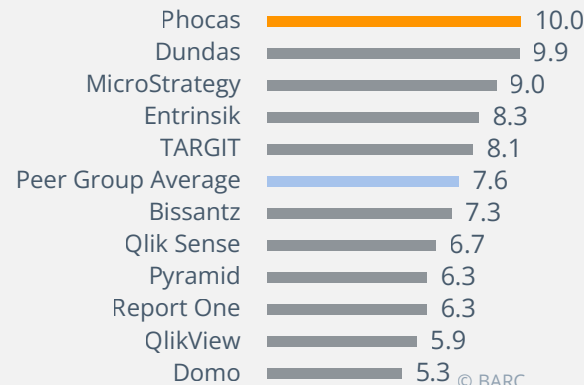


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Business Benefits – Top-ranked



Peer Group: BI & Analytics Specialists



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

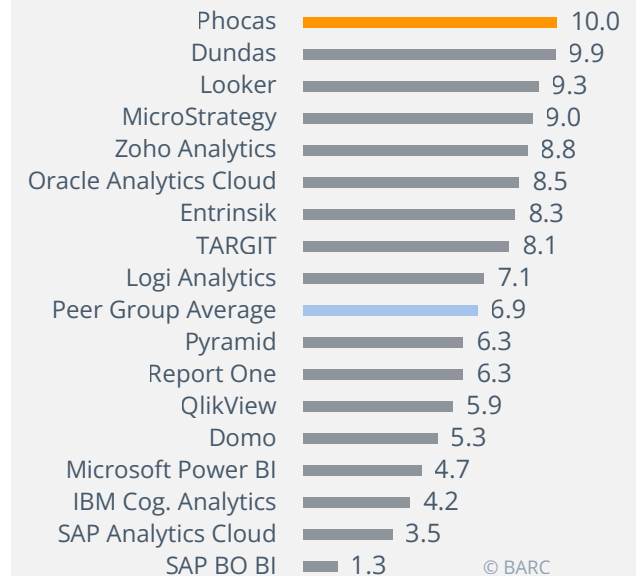
Business Benefits



Business Benefits – Top-ranked



Peer Group: Report & Dashboard Focus



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



Phocas is top-ranked in one of the most important KPIs in The BI & Analytics Survey: *Business Benefits*. To calculate this measure, we asked users to rate eleven potential benefits the software has helped them to achieve. Phocas ranks above average in ten of those categories. The highest levels of achievement came in helping customers to improve employee satisfaction, speed up reporting/analysis, make better business decisions, increase competitive advantage and improve data quality.

Project Success

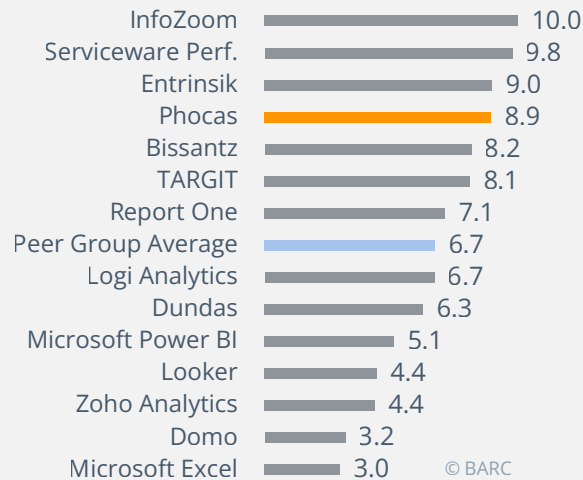


This KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.

Project Success – Leader



Peer Group: Midsize/Departmental Implementations



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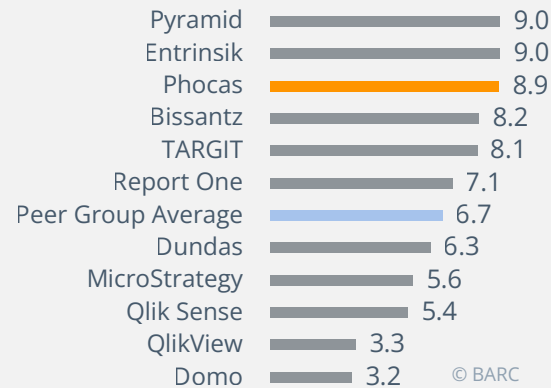
www.bi-survey.com

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Project Success – Leader



Peer Group: BI & Analytics Specialists



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www.bi-survey.com

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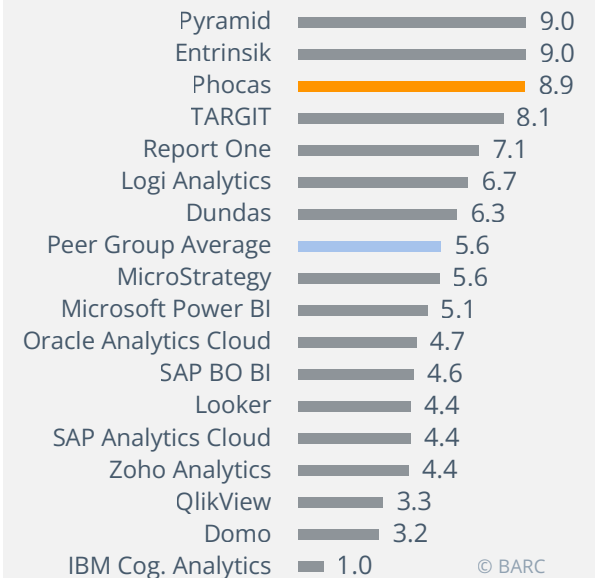
Project Success



Project Success – Leader



Peer Group: Report & Dashboard Focus



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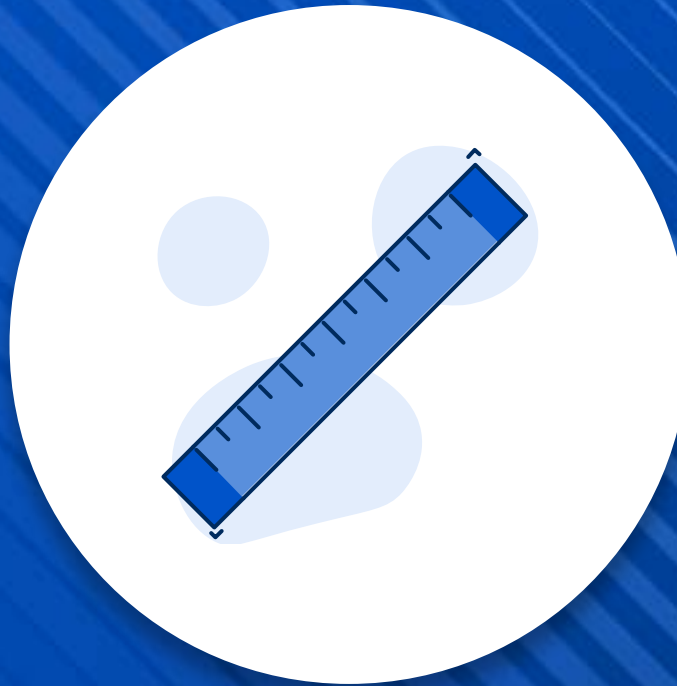
www.bi-survey.com

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



We asked respondents to rate their level of satisfaction with four different aspects of their product implementation. Phocas received an above-average rating of at least 9.2/10 in each of the categories. Two aspects particularly stood out: Phocas was ranked second-best in terms of satisfaction with the implementation of technical aspects of the product and third-best for satisfaction with the implementation of business aspects. Concentrating on particular customer profiles seems to pay off, resulting in an overall rating of 8.9/10 and leading placements in all three peer groups.

Project Length

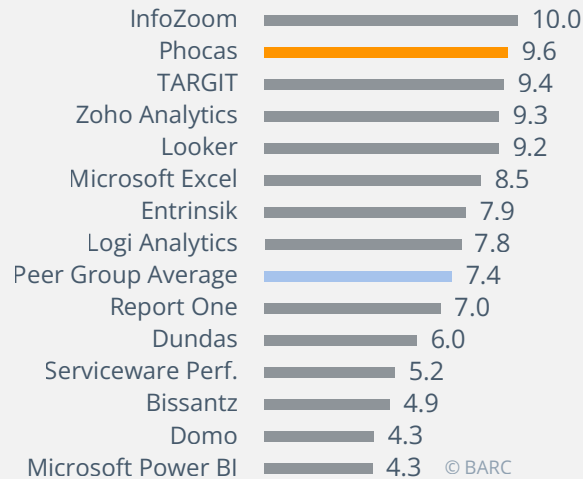


This KPI is based on how quickly the product is implemented.

Project Length – Leader



Peer Group: Midsize/Departmental Implementations

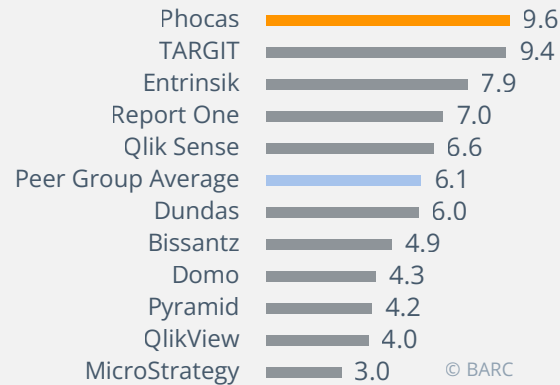


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Project Length – Top-ranked



Peer Group: BI & Analytics Specialists



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

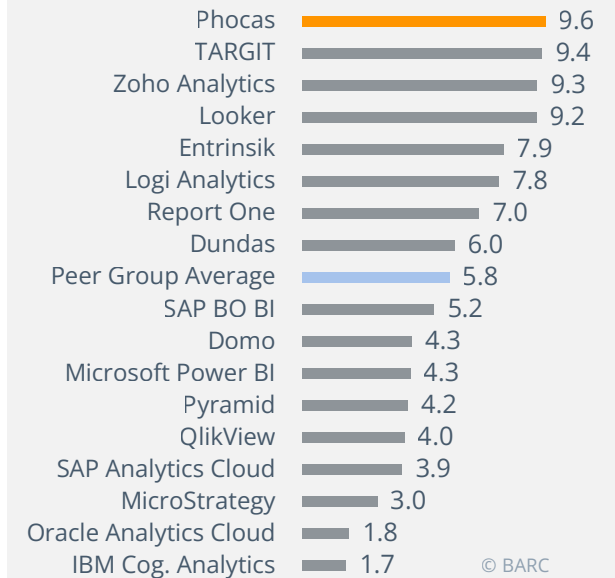
Project Length



Project Length – Top-ranked



Peer Group: Report & Dashboard Focus



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



One Phocas customer offered the following comment in this year's survey: "If general data governance and retrieval is the overall objective of the company, then Phocas is definitely a product to be considered." This is borne out by the positive impact on their data quality that Phocas customers reported. The vendor not only ships a front end but also makes sure that the data foundation is well prepared to serve business users looking to gain insights. Users reported that the product was implemented in a median of 2.6 months, which reflects positively on the predefined content available and Phocas' well considered focus on certain industries and horizontals.

Business Value

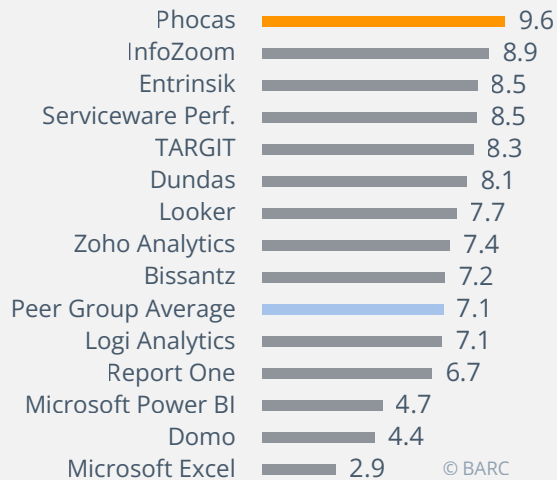


This KPI combines the *Business Benefits*, *Project Success* and *Project Length* KPIs.

Business Value – Top-ranked



Peer Group: Midsize/Departmental Implementations

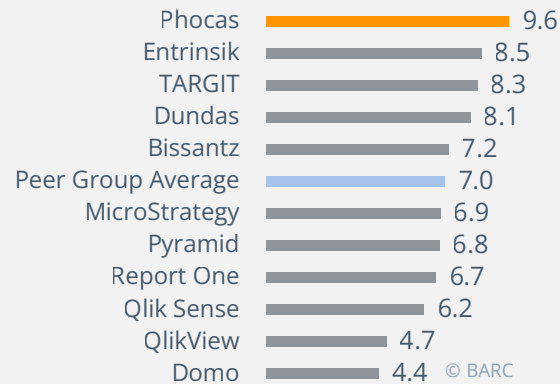


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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Business Value – Top-ranked



Peer Group: BI & Analytics Specialists



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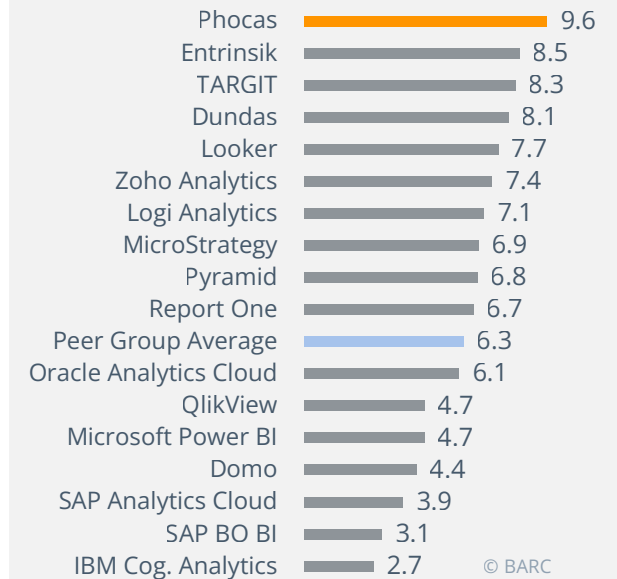
Business Value



Business Value – Top-ranked



Peer Group: Report & Dashboard Focus



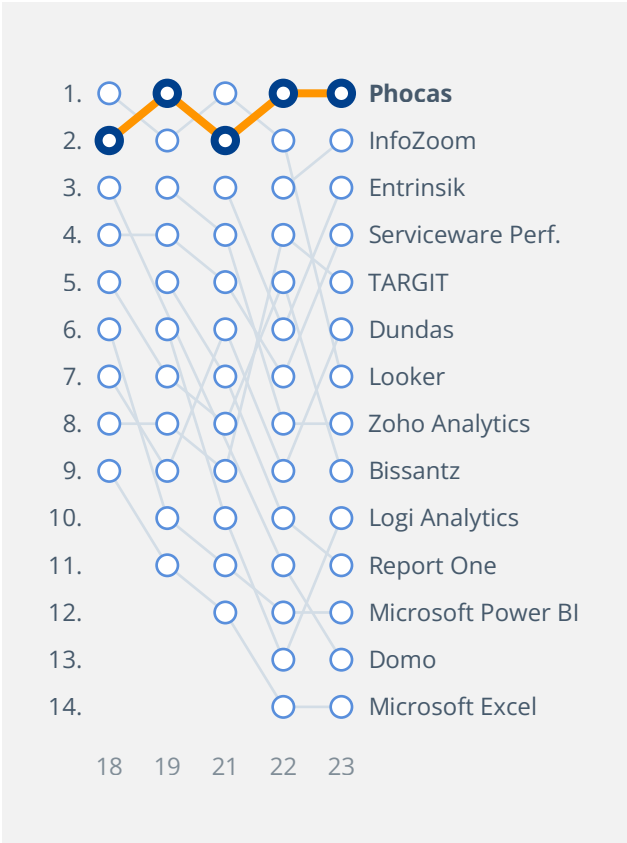
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www.bi-survey.com
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



The overall value that customers achieve through the use of BI and analytics is measured by combining the *Business Benefits*, *Project Length* and *Project Success* KPIs. With excellent results in all three, especially *Business Benefits*, it is not surprising to see Phocas performing well in the aggregated *Business Value* KPI. A great rating of 9.6/10 puts Phocas ahead of all of its peers in this category.

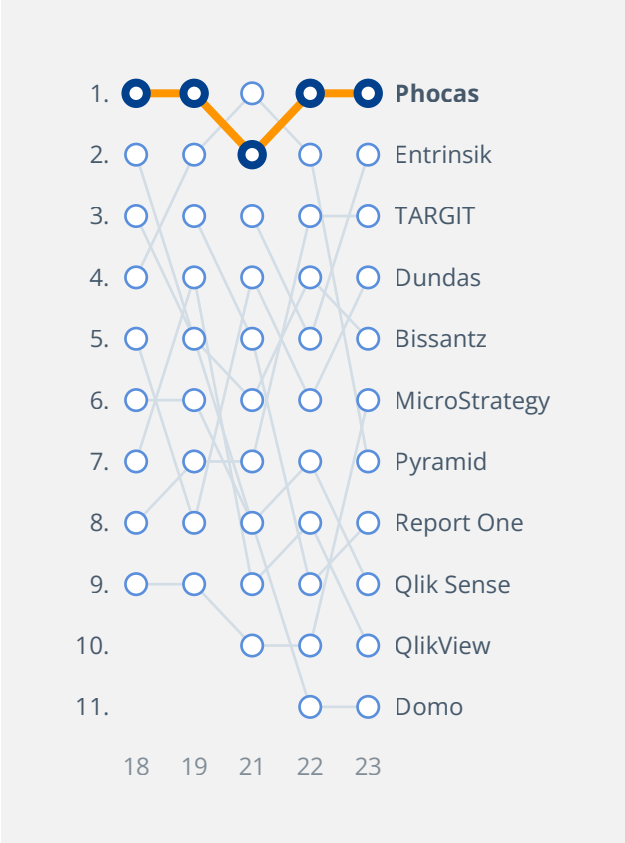
Consistently outstanding for Business Value

Peer Group: Midsize/Departmental Implementations



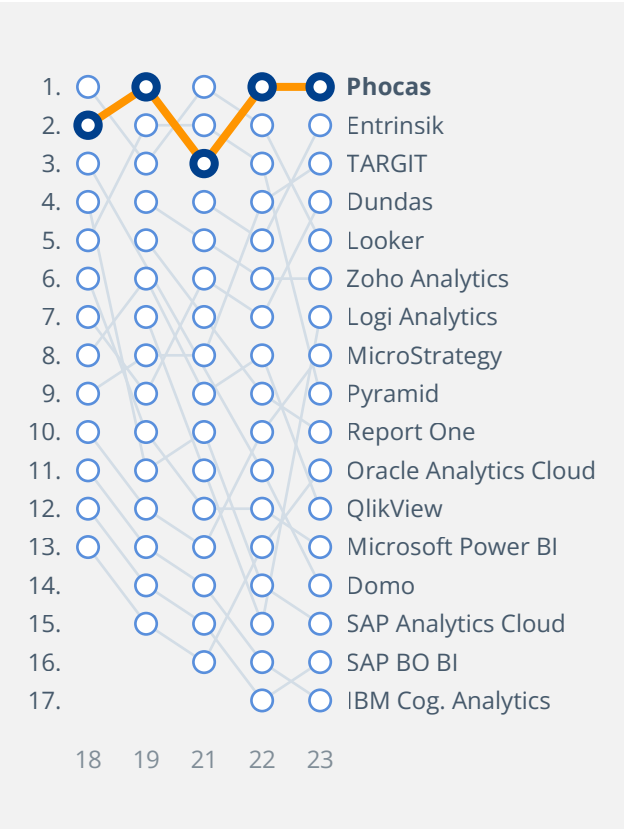
Consistently outstanding for Business Value

Peer Group: BI & Analytics Specialists



Consistently outstanding for Business Value

Peer Group: Report & Dashboard Focus



Recommendation

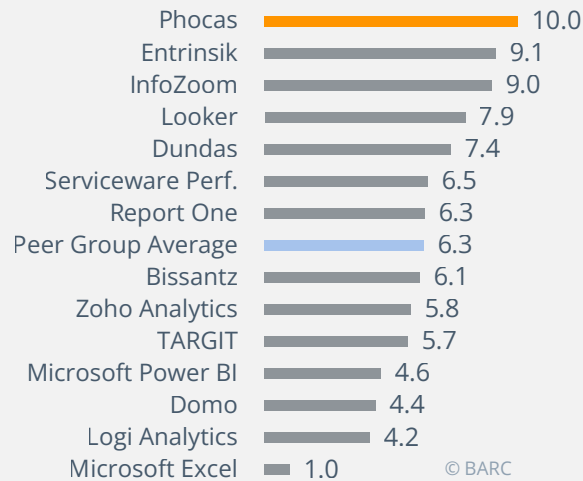


This KPI is based on the proportion of users that say they would recommend the product to others.

Recommendation – Top-ranked



Peer Group: Midsize/Departmental Implementations

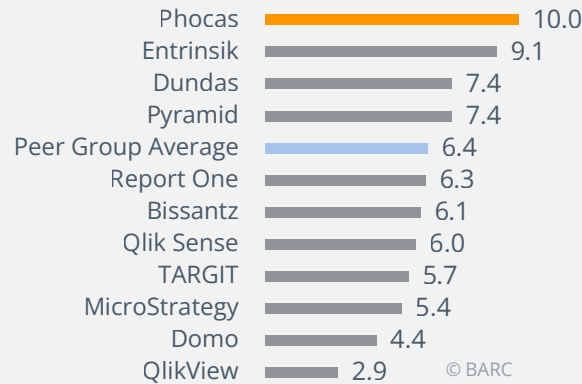


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Recommendation – Top-ranked



Peer Group: BI & Analytics Specialists



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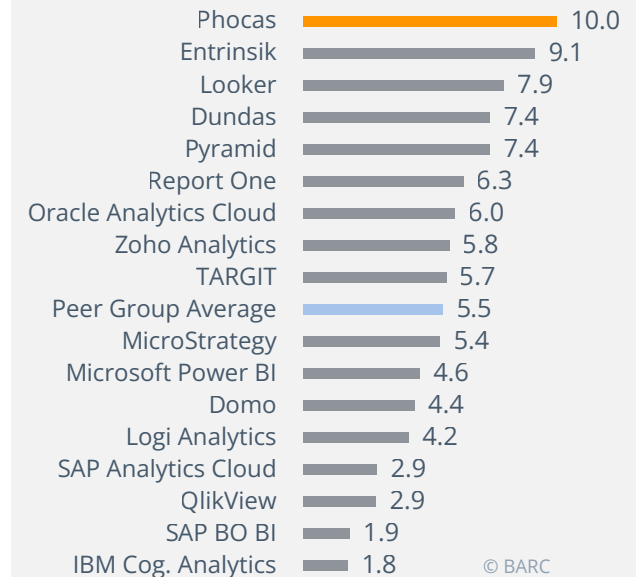
Recommendation



Recommendation – Top-ranked



Peer Group: Report & Dashboard Focus



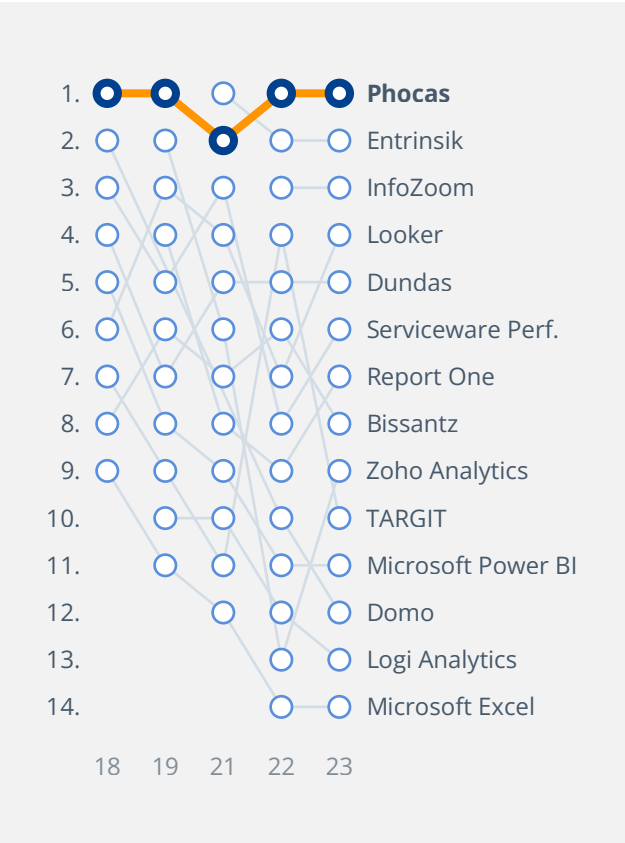
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



Phocas tops the *Recommendation* KPI this year with a maximum 10/10 rating. This reflects the fact that all of the customers surveyed indicated they would recommend the product to others. 92 percent even said they would “definitely” recommend it, which is the highest value of all the products featured in The BI & Analytics Survey 23. Phocas has performed consistently well in this KPI in recent years, which demonstrates its ability to adapt its software development to customers’ needs and deliver a solution that benefits them.

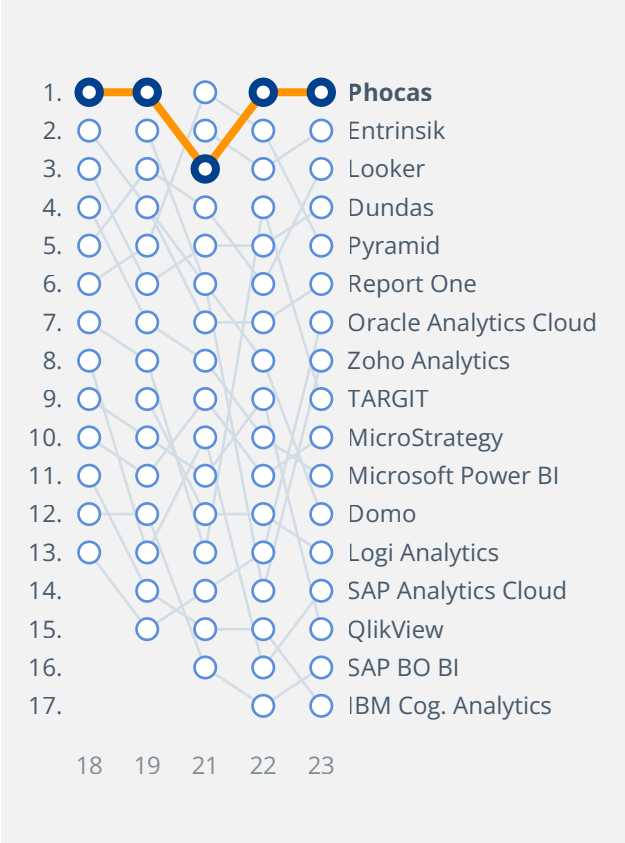
Consistently outstanding for Recommendation

Peer Group: Midsize/Departmental Implementations



Consistently outstanding for Recommendation

Peer Group: Report & Dashboard Focus



Price to Value & Location Intelligence



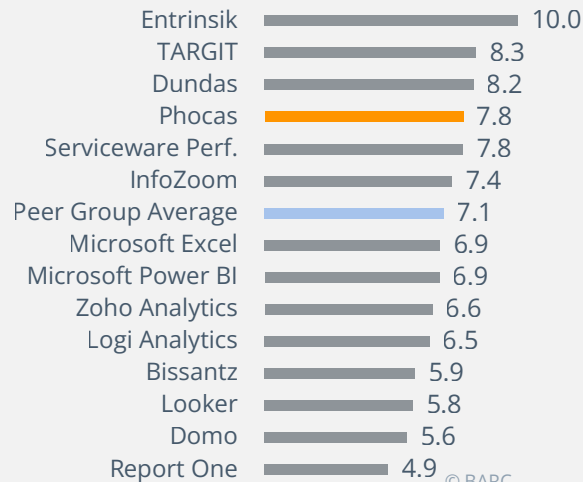
The *Price to Value* KPI is based on how users rate their BI tool in terms of its price-performance ratio.

The *Location Intelligence* KPI is based on the proportion of survey respondents that currently perform spatial/location analysis with their BI tool.

Price to Value – Leader



Peer Group: Midsize/Departmental Implementations



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



BARC Viewpoint

Price to Value



97 percent of the Phocas users surveyed are satisfied with the value the product provides them in relation to the price they pay for it. Phocas has a subscription licensing model based on named users. Customers can choose between two license types: full or viewer. The former offers access to the product's full functionality while the latter is targeted at consumers who do not require interactivity in dashboards and are happy to receive static information via email, for example. Phocas achieves a leading placement in the *Midsize/Departmental Implementations* peer group for *Price to Value*.



Location Intelligence



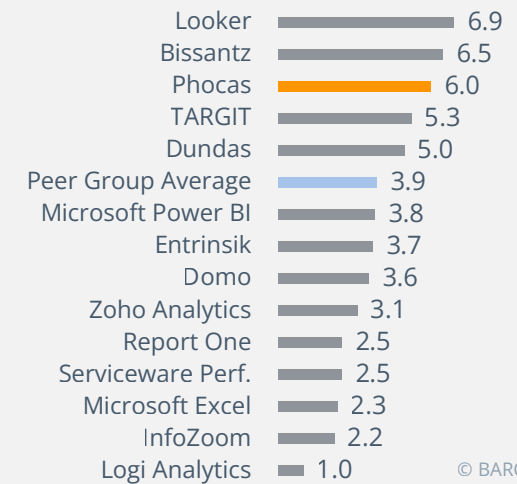
BARC Viewpoint

As Phocas is heavily used in the retail and wholesale industries (64 percent) and almost every customer (95 percent) uses the product in the sales department, it is not surprising to see that 33 percent of respondents have used Phocas in spatial and location intelligence use cases. This is enough to take a leading position in the *Midsize/Departmental Implementations* peer group. Phocas provides maps which are based on OpenStreetMap tiles and use Google geo-coded data. Users can plot markers on them and apply color-coding.

Location Intelligence – Leader



Peer Group: Midsize/Departmental Implementations



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Vendor Support

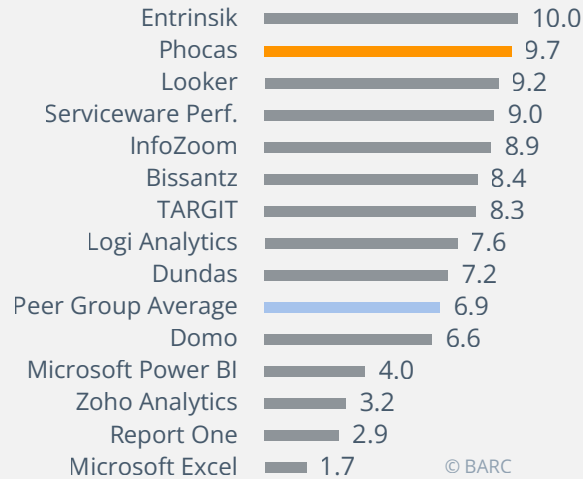


This KPI measures user satisfaction with the level of vendor support provided for the product.

Vendor Support – Leader



Peer Group: Midsize/Departmental Implementations



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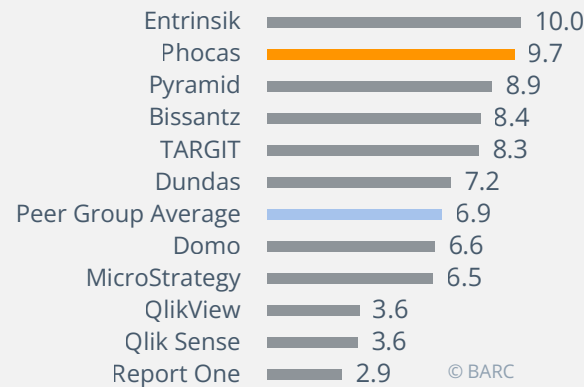
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Vendor Support – Leader



Peer Group: BI & Analytics Specialists



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

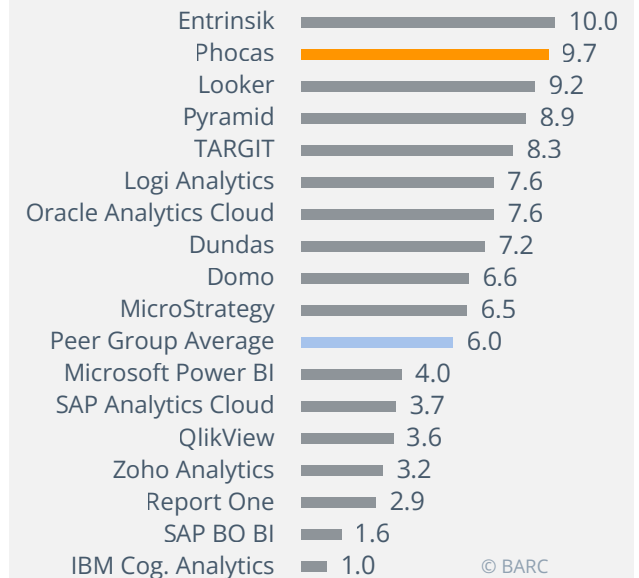
Vendor Support



Vendor Support – Leader



Peer Group: Report & Dashboard Focus



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



All the respondents who have used vendor support this year said they were satisfied with the services Phocas provides. 72 percent of them even described the level of support as “excellent”, which leads to a second-place ranking in all of its peer groups for *Vendor Support*. Besides training and support services, which are included in the subscription pricing, Phocas offers webinars, topical eBooks and an online community where users can share knowledge, ask questions and find new ways to get more value from the software.

Implementer Support

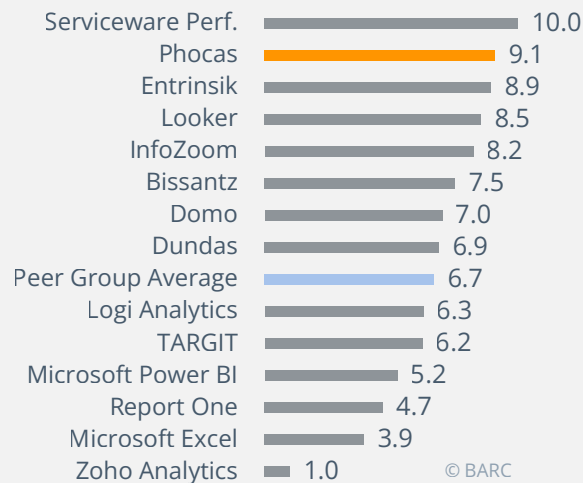


This KPI measures user satisfaction with the level of the implementer's support for the product.

Implementer Support – Leader



Peer Group: Midsize/Departmental Implementations



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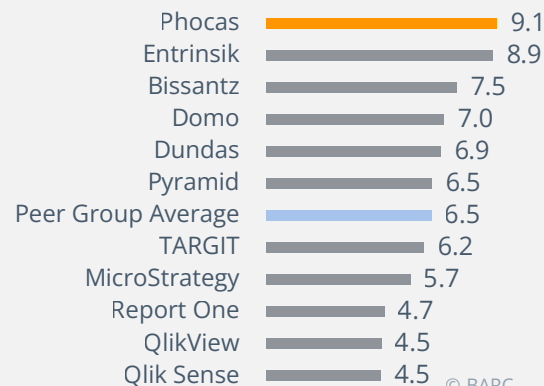
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Implementer Support – Top-ranked



Peer Group: BI & Analytics Specialists



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

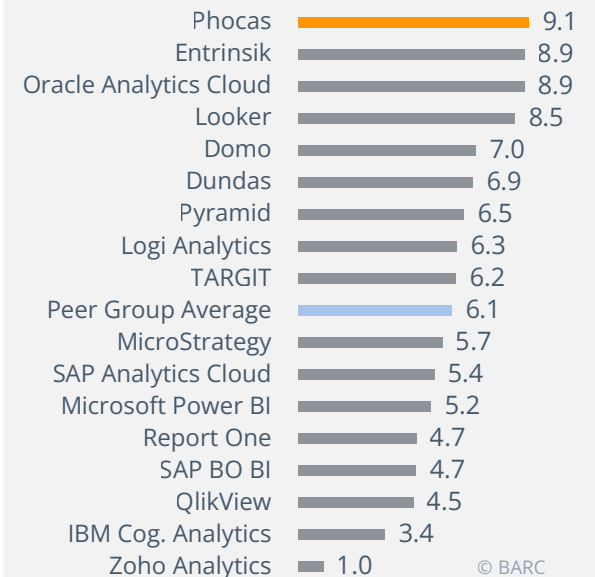
Implementer Support



Implementer Support – Top-ranked



Peer Group: Report & Dashboard Focus



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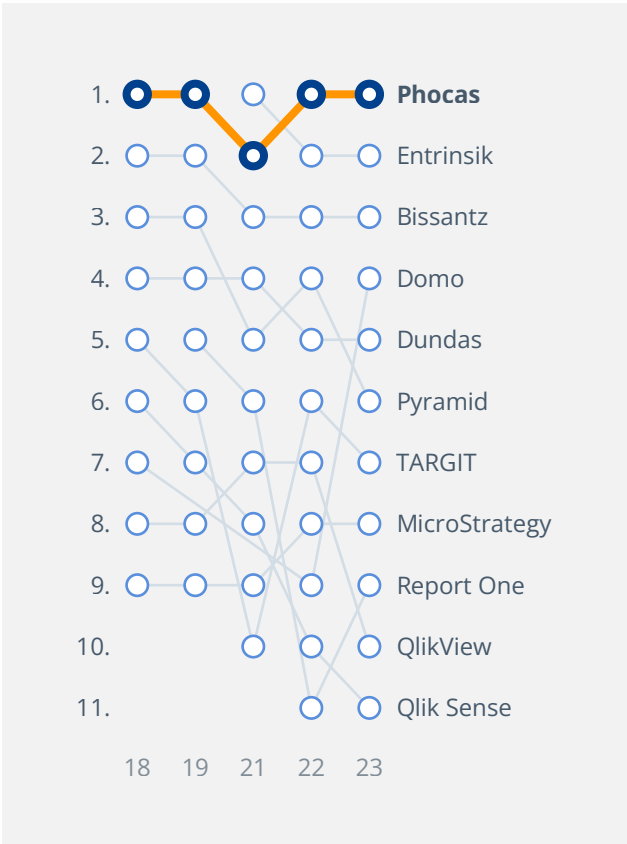
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



Similar to the *Vendor Support* KPI, feedback from Phocas customers on the implementer support they have received was very positive. 68 percent rated the support as “excellent”, which is the third highest value in The BI & Analytics Survey 23. This leads to top ranks in the *BI & Analytics Specialists* and *Report & Dashboard Focus* peer groups and second place in the *Midsize/Departmental Implementations* peer group for *Implementer Support*.

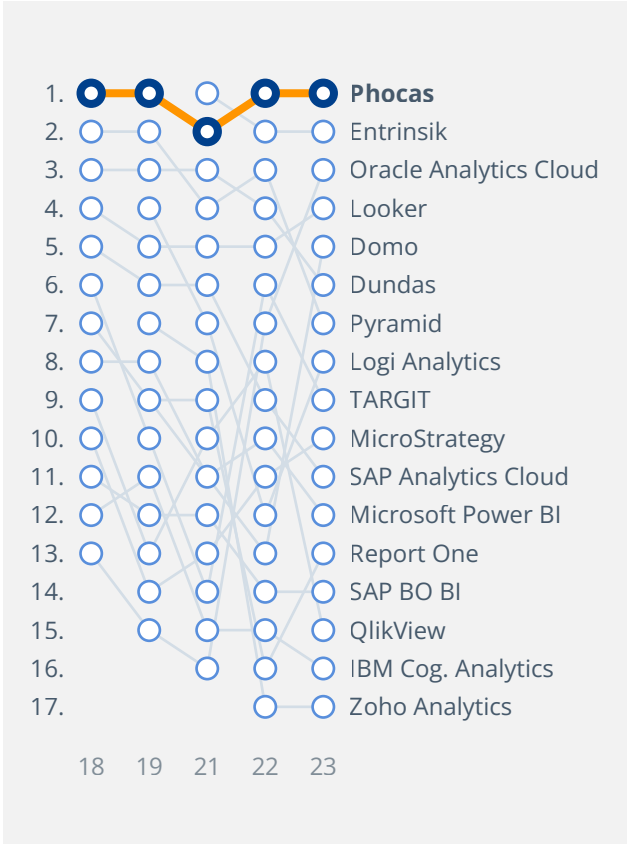
Consistently outstanding for
Implementer Support

Peer Group: BI & Analytics Specialists



Consistently outstanding for
Implementer Support

Peer Group: Report & Dashboard Focus



Product Satisfaction

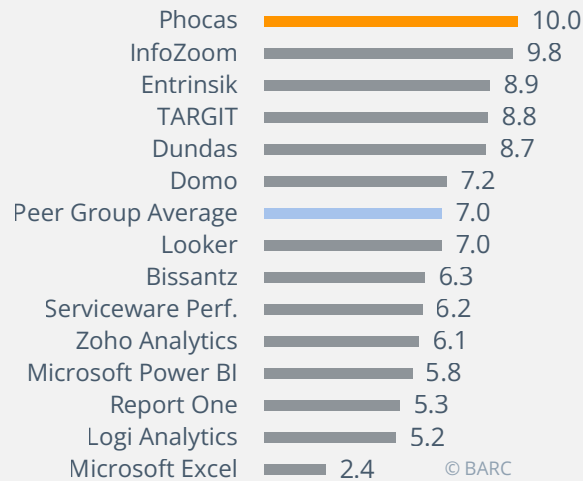


This KPI is based on the level of satisfaction with the product.

Product Satisfaction – Top-ranked



Peer Group: Midsize/Departmental Implementations

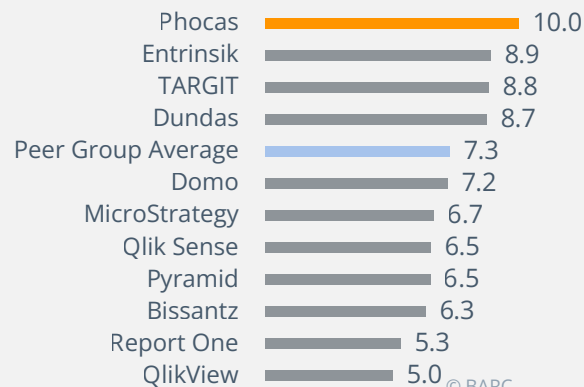


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Product Satisfaction – Top-ranked



Peer Group: BI & Analytics Specialists



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

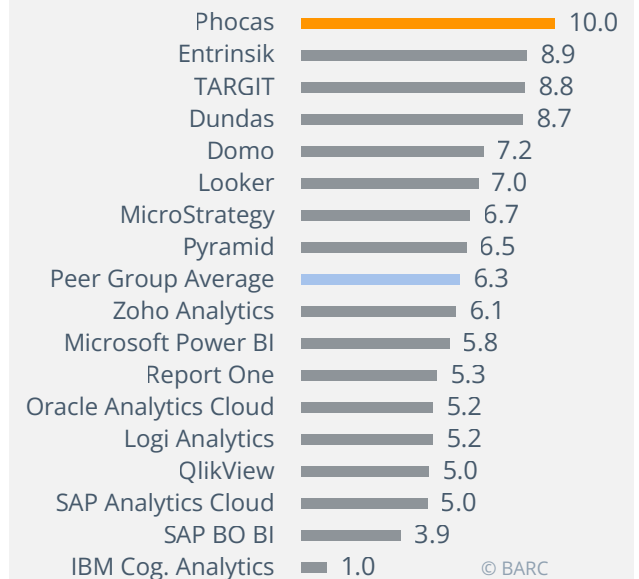
Product Satisfaction



Product Satisfaction – Top-ranked



Peer Group: Report & Dashboard Focus



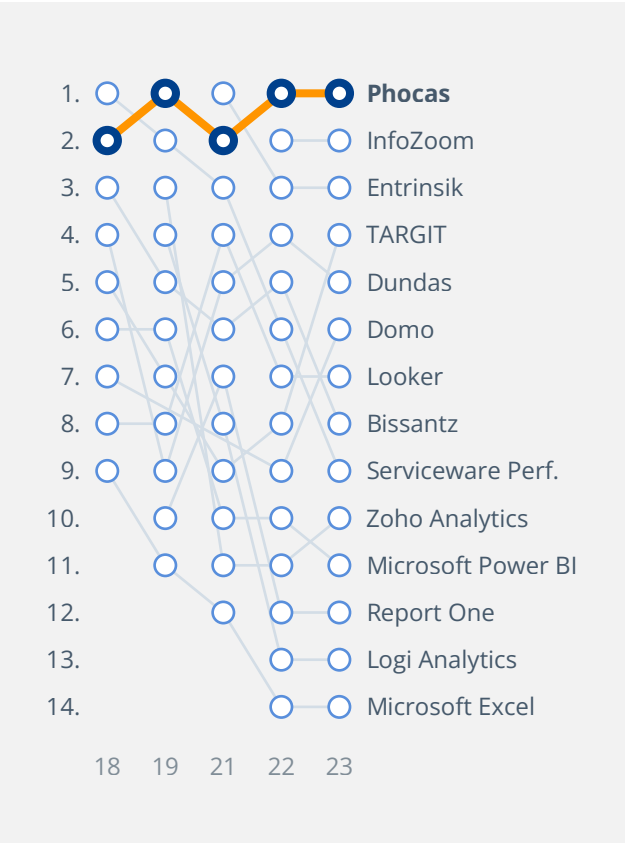
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



All of the Phocas customers responding to this year's survey claimed to be satisfied with the product. 90 percent even reported being "very satisfied", a figure unsurpassed by any other product in The BI & Analytics Survey 23. This is also reflected in the fact that 54 percent of Phocas users reported having experienced 'no significant problems' in the use of the product. One user proclaimed: "Phocas is a powerful and user-friendly BI tool. It's our core tool to turn our data into value-adding insights and enables us to make commercial decisions quickly [...]"

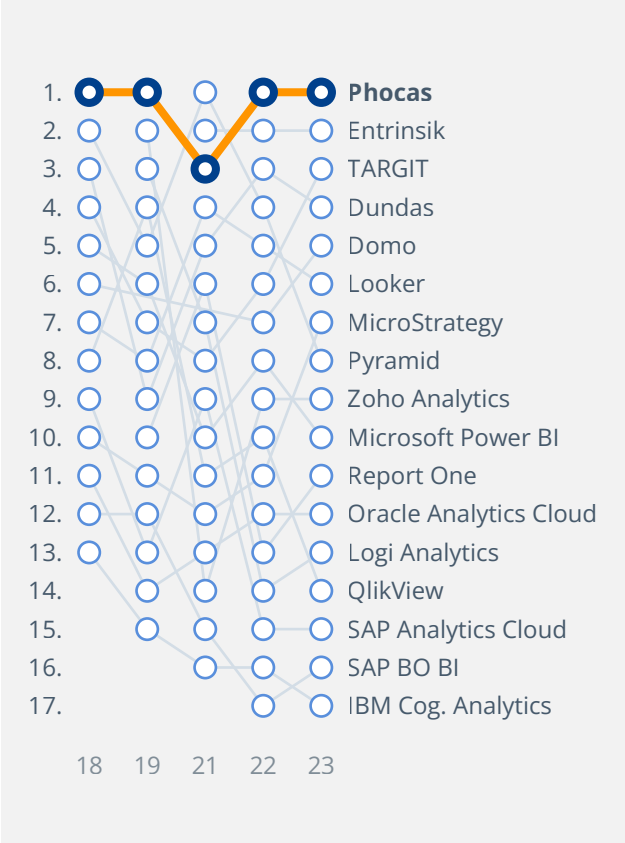
Consistently outstanding for
Product Satisfaction

Peer Group: Midsize/Departmental Implementations



Consistently outstanding for
Product Satisfaction

Peer Group: Report & Dashboard Focus



Product Satisfaction



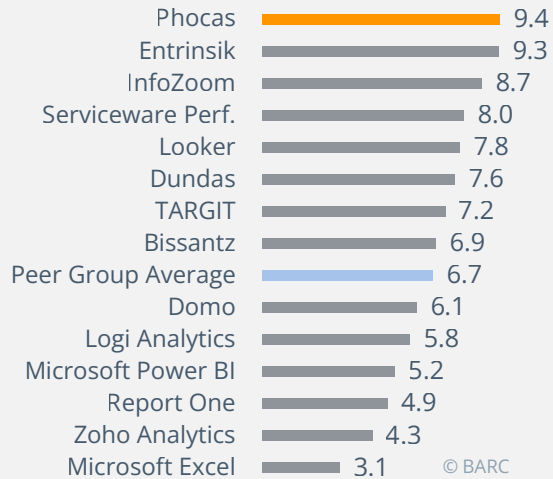
Customer Satisfaction



This KPI combines the *Price to Value*, *Recommendation*, *Vendor Support*, *Implementer Support* and *Product Satisfaction* KPIs.

Customer Satisfaction – Top-ranked

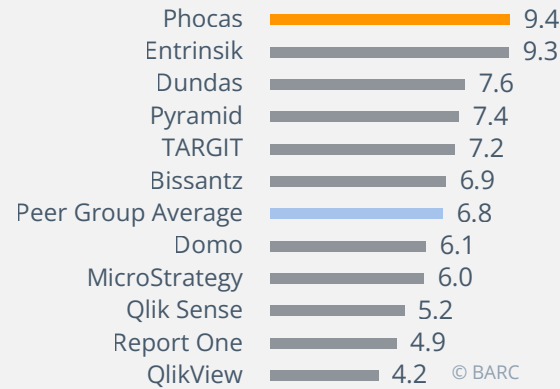
Peer Group: Midsize/Departmental Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Customer Satisfaction – Top-ranked

Peer Group: BI & Analytics Specialists



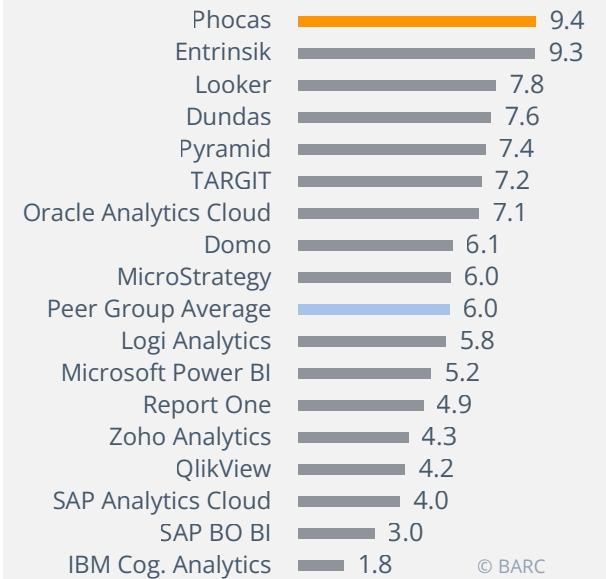
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Customer Satisfaction



Customer Satisfaction – Top-ranked

Peer Group: Report & Dashboard Focus



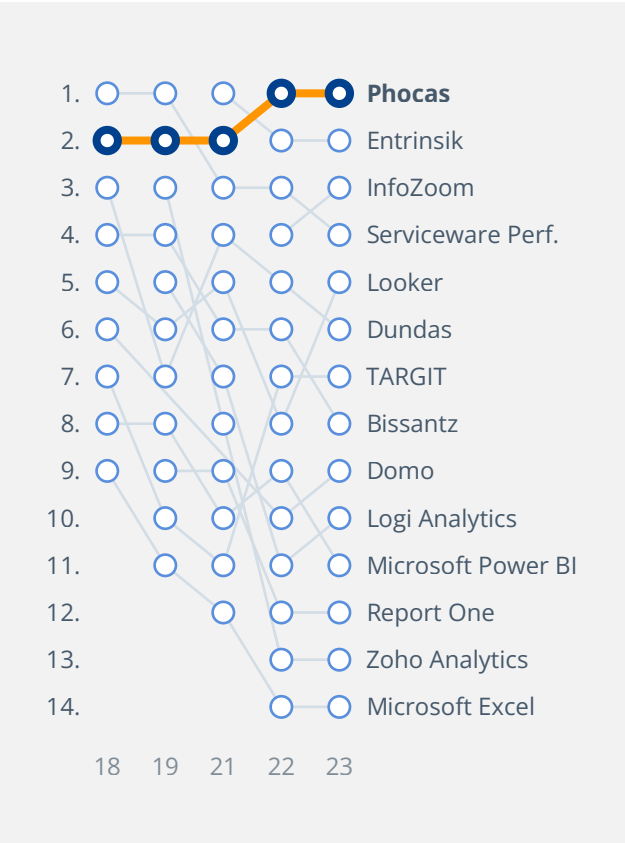
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



To calculate the aggregated *Customer Satisfaction* KPI, we combine the *Price to Value*, *Recommendation*, *Vendor Support*, *Implementer Support* and *Product Satisfaction* KPIs. With high rankings in all of these 'root' KPIs, Phocas scores 9.4/10 for *Customer Satisfaction* and tops all three of its peer groups. One customer expressed satisfaction in the following glowing terms: "Phocas as a whole have been excellent with us from beginning to present day."

Consistently outstanding for
Customer Satisfaction

Peer Group: Midsize/Departmental Implementations



Consistently outstanding for
Customer Satisfaction

Peer Group: BI & Analytics Specialists



Customer Satisfaction



Dashboards

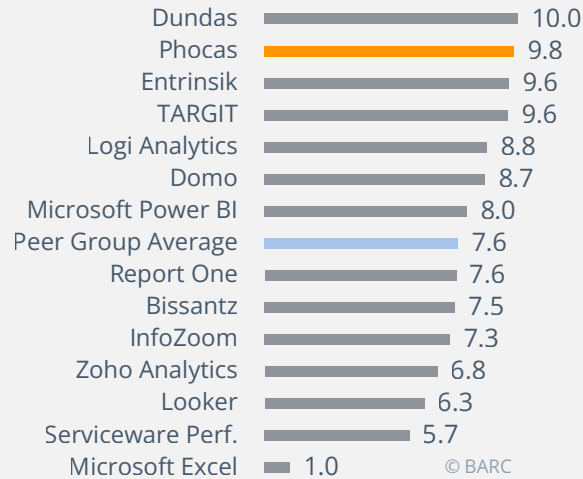


This KPI is based on how users rate their BI tool for creating dashboards/ reports (data selection, data visualization, formatting/layout).

Dashboards – Leader



Peer Group: Midsize/Departmental Implementations



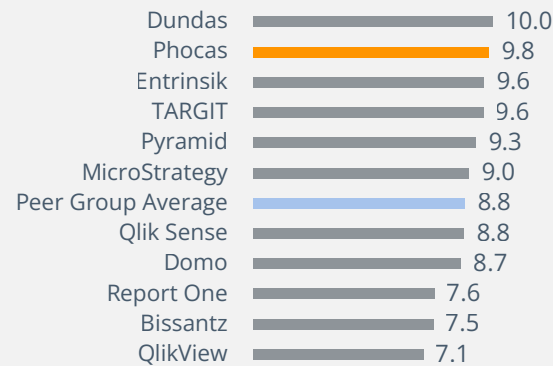
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

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Dashboards – Leader



Peer Group: BI & Analytics Specialists



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

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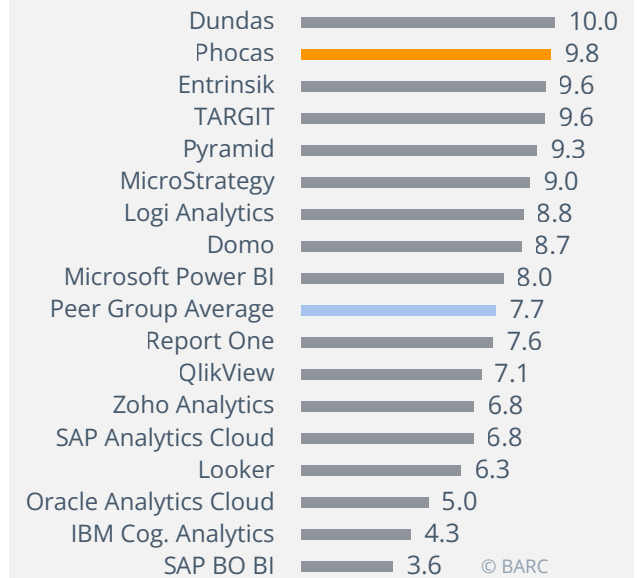
Dashboards



Dashboards – Leader



Peer Group: Report & Dashboard Focus



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

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The *Dashboards* KPI reflects customers' direct opinion on the software's functionality for creating reports and dashboards. We asked users to evaluate the product's functionality for data selection, data visualization and formatting/layout. Both dashboards and reports are important scenarios for Phocas users – over 90 percent of customers use both. All users confirmed their satisfaction for the software's functions in this area, with 74 percent even rating them as "excellent". The vendor offers a visualization mode for creating dashboards. Phocas also recently introduced a dedicated module for financial reporting.

Analyses & Ad Hoc Query

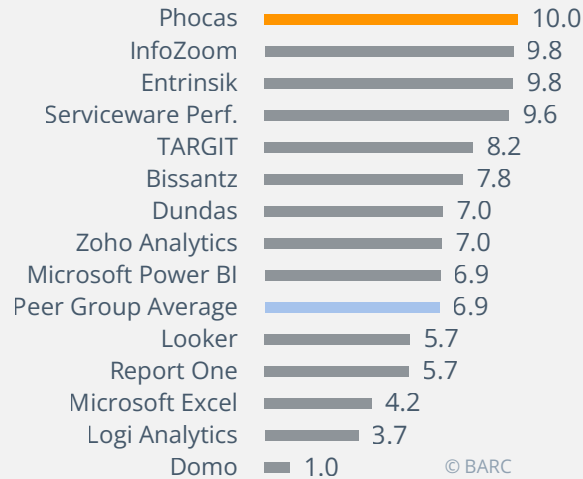


This KPI is based on how users rate their BI tool for performing analyses (navigation, visual support, automated insights) and creating ad hoc queries (usability, semantic model).

Analyses & Ad Hoc Query – Top-ranked



Peer Group: Midsize/Departmental Implementations

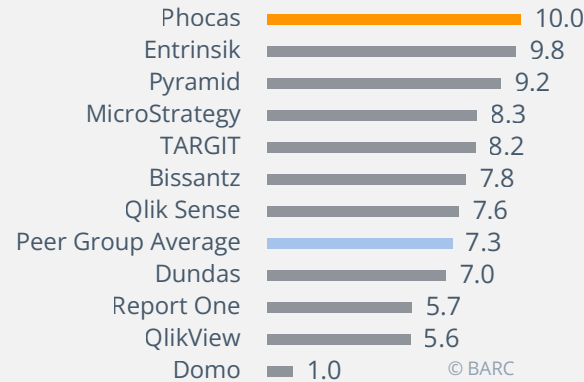


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Analyses & Ad Hoc Query – Top-ranked



Peer Group: BI & Analytics Specialists



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

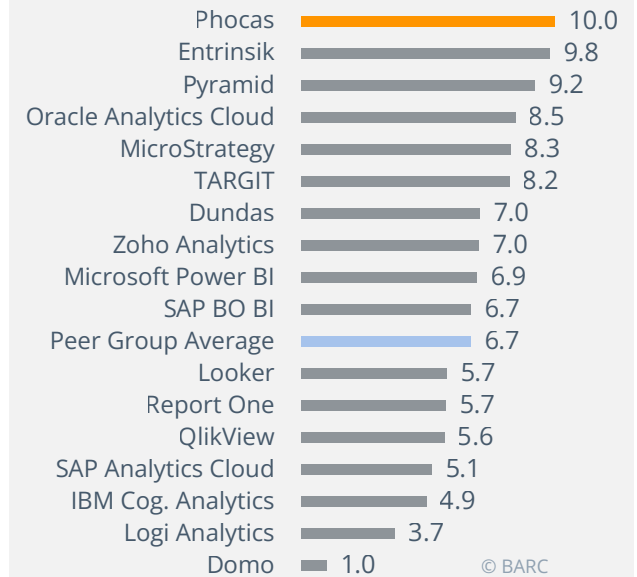
Analyses & Ad Hoc Query



Analyses & Ad Hoc Query – Top-ranked



Peer Group: Report & Dashboard Focus



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



Almost all of the users surveyed (92 percent) have used Phocas for ad hoc query, and 77 percent have used it for analysis. 95 percent are satisfied with the functions provided in this area, which leads to top placements in all of its peer groups, eclipsing all the other products in The BI & Analytics Survey 23. To support business users with data navigation and analysis, Phocas offers an analysis mode in which users can explore data in a tabular format, build visualizations and perform calculations.

Functionality

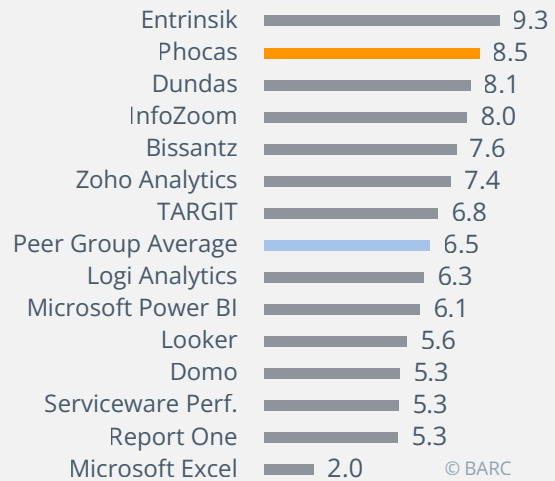


This KPI combines the *Dashboards*, *Distribution of Reports*, *Analyses & Ad Hoc Query* and *Advanced Analytics* KPIs.

Functionality – Leader



Peer Group: Midsize/Departmental Implementations

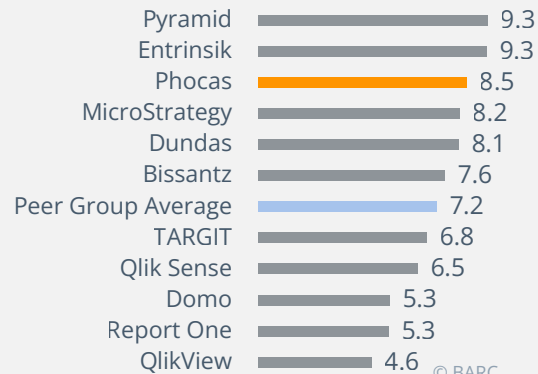


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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Functionality – Leader



Peer Group: BI & Analytics Specialists



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

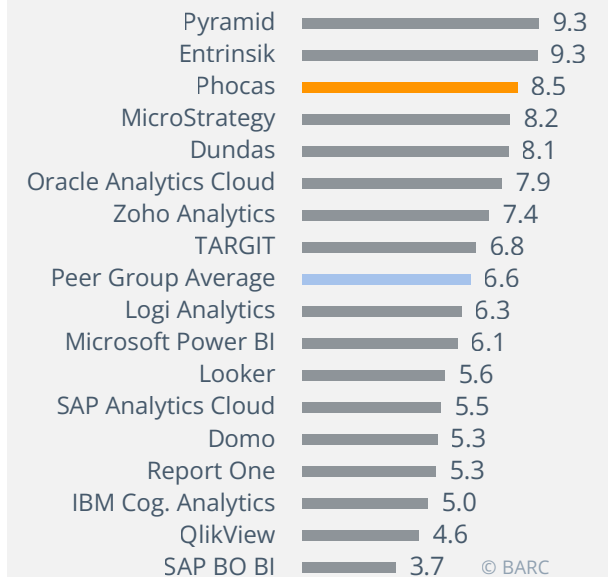
Functionality



Functionality – Leader



Peer Group: Report & Dashboard Focus



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



The *Functionality* KPI is a measure of the overall quality and breadth of the software. It combines the *Dashboards*, *Distribution of Reports*, *Analyses & Ad Hoc Query* and *Advanced Analytics* KPIs. With excellent results in the *Dashboards* and *Analyses & Ad Hoc Query* KPIs in particular, Phocas is ranked among the leaders in all of its peer groups in this important KPI. This achievement shows that Phocas is not only able to provide customers with prebuilt solutions to speed up implementation. It also delivers a business-user-oriented software that meets most of the expectations of its users.

Self-Service

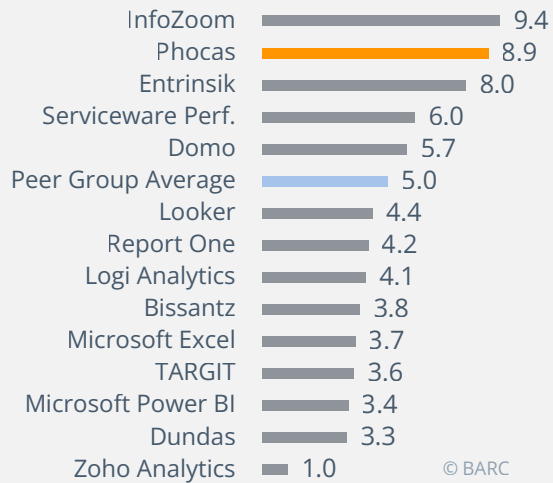


This KPI is based on how many respondents currently use self-service, data preparation or visual analysis features with their BI tool.

Self-Service – Leader



Peer Group: Midsize/Departmental Implementations



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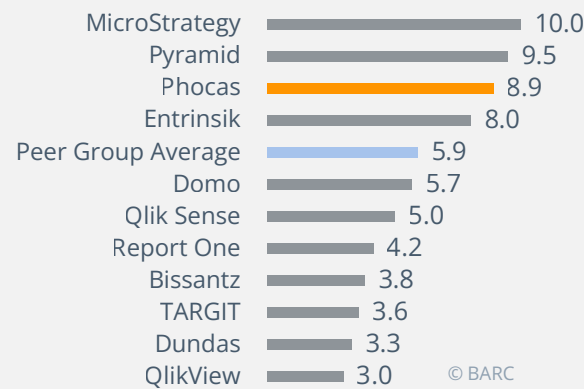
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Self-Service – Leader



Peer Group: BI & Analytics Specialists



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

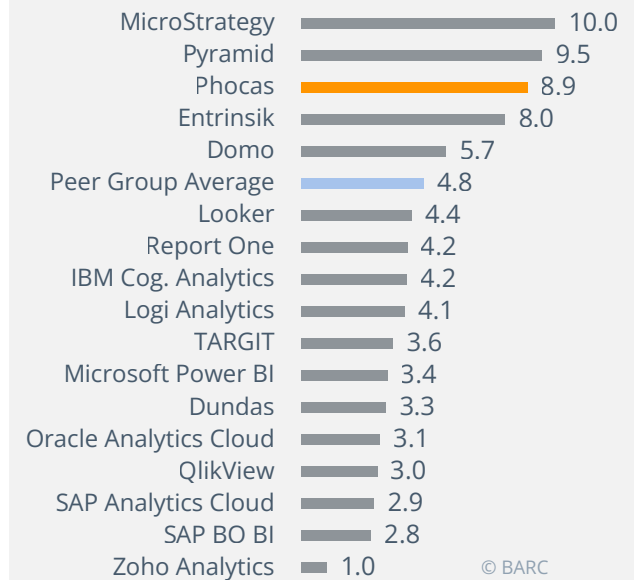
Self-Service



Self-Service – Leader



Peer Group: Report & Dashboard Focus



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



Self-service is a trend that has been around for a while and is interpreted and implemented in a variety of ways. However, there is always one thing in common: that business users should be empowered to gain insight through data. We measure this KPI based on the product's level of use in self-service BI, data preparation and visual analysis scenarios. Our data from Phocas users reveals a high degree of usage in IT but also that lots of tasks such as data modeling and content creation are performed by business users. Both these findings indicate that customers seem to have struck a good balance and are able to provide business users with the insights they require.

Ease of Use

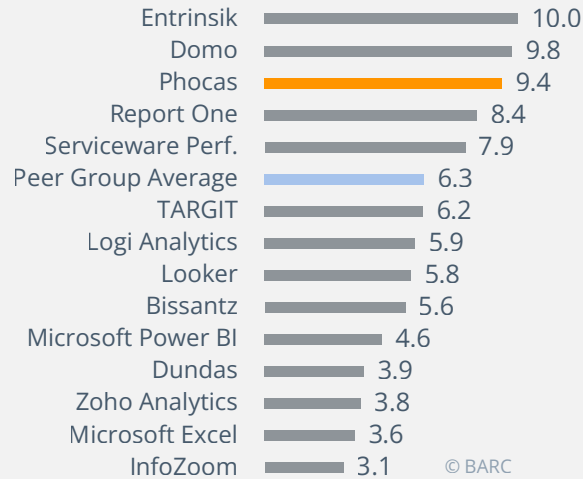


This KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

Ease of Use – Leader



Peer Group: Midsize/Departmental Implementations

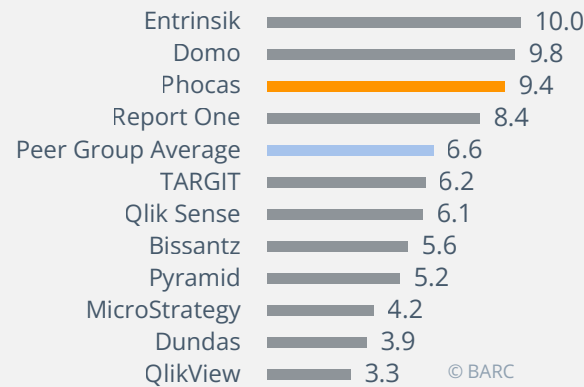


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Ease of Use – Leader



Peer Group: BI & Analytics Specialists



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

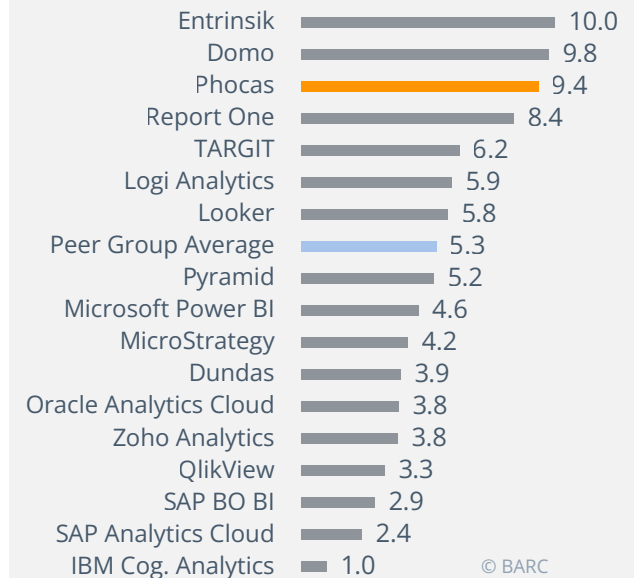
Ease of Use



Ease of Use – Leader



Peer Group: Report & Dashboard Focus



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



'Ease of use for report recipients' is the second, and 'ease of use for report designers' the fifth most frequently cited reason why BI and analytics front ends are bought. The latter in particular correlates with high business benefits and should therefore play an important role in software selection decisions. Phocas customers claim to have placed great emphasis on ease of use when choosing their BI and analytics product. To calculate the *Ease of Use* KPI, we take into account these purchasing criteria as well as feedback on the software's usability once it has been implemented. None of Phocas users surveyed reported having encountered poor usability with the product.

Flexibility

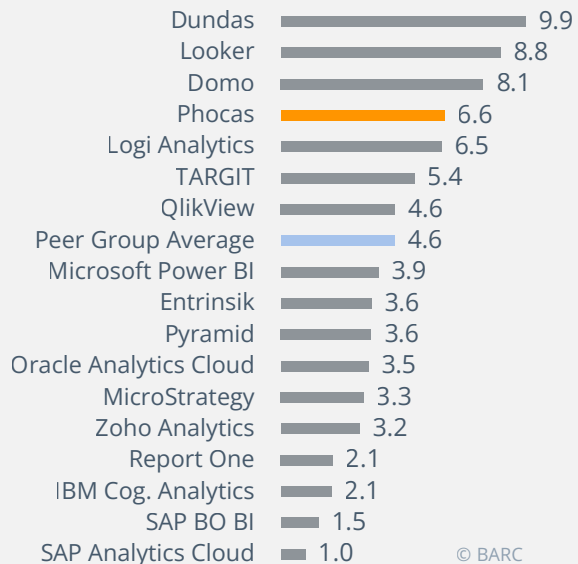


This KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.

Flexibility – Leader



Peer Group: Report & Dashboard Focus



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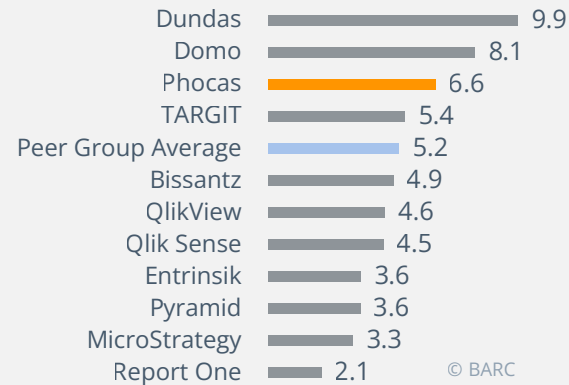
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Flexibility – Leader



Peer Group: BI & Analytics Specialists



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Flexibility



Flexibility correlates well with business benefits achieved. Customers who make sure they choose flexible software that can be adapted to their businesses and changing needs will more likely reap benefits. In the case of Phocas, 44 percent of customers cited this as a major reason why they chose the product. The *Flexibility* KPI is based both on buying reasons and on the level of complaints about flexibility post-implementation. As a below-average proportion of customers complained about flexibility, Phocas ranks among the leaders in the *Report & Dashboard Focus* and *BI & Analytics Specialists* peer groups.

Query Performance

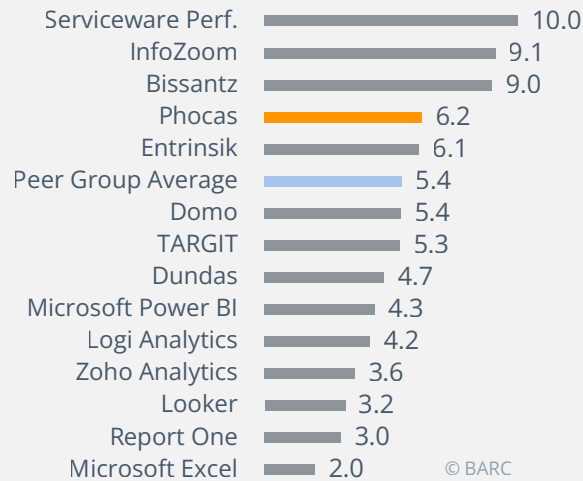


This KPI is based on how quickly queries respond
(adjusted by data volume).

Query Performance – Leader



Peer Group: Midsize/Departmental Implementations



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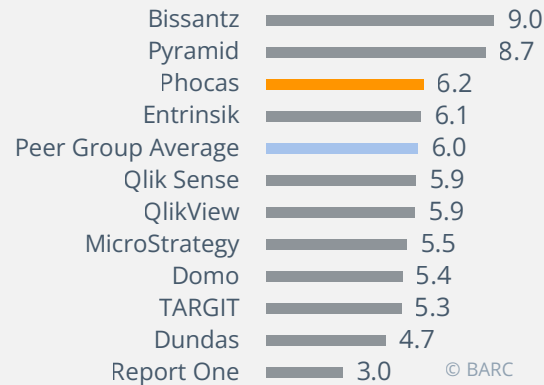
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Query Performance – Leader



Peer Group: BI & Analytics Specialists



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

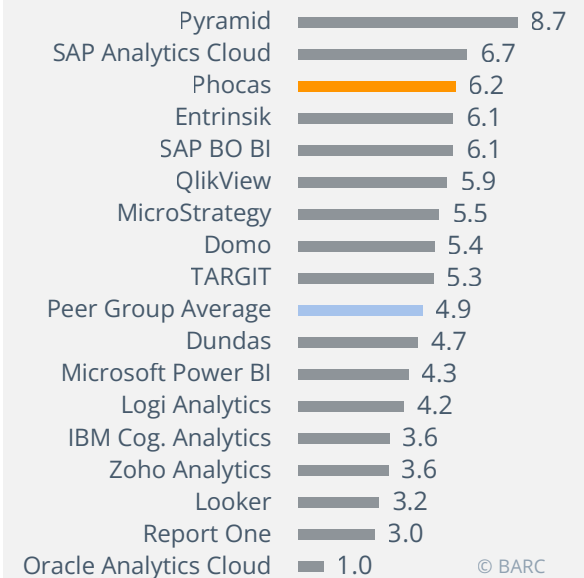
Query Performance



Query Performance – Leader



Peer Group: Report & Dashboard Focus



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



Good performance influences satisfaction with a software product, especially for end users. Phocas stores data in a relational database and uses its own query engine to access it. Customers reported working with a median of 163 GB of data, which Phocas processes in a median of 4.19 seconds. These numbers secure leading placements in all three of its peer groups. The vendor seems to have balanced out the components of its architecture quite well compared to some of its competitors.

Performance Satisfaction

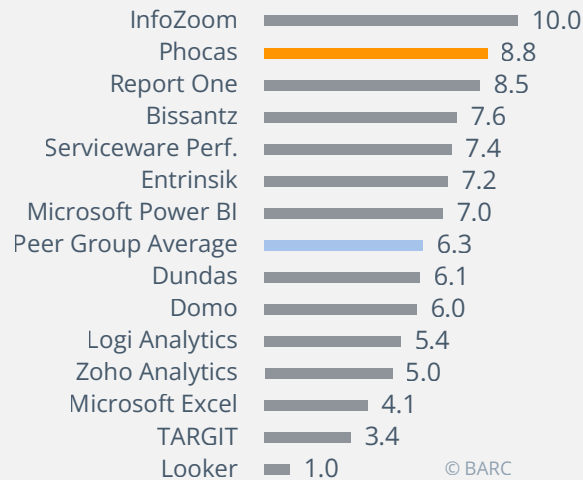


This KPI measures the frequency of complaints about the system's performance.

Performance Satisfaction – Leader



Peer Group: Midsize/Departmental Implementations



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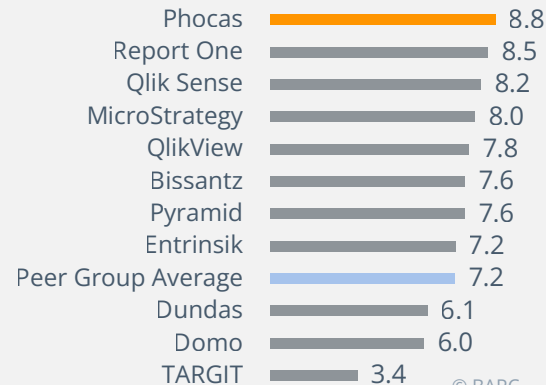
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Performance Satisfaction – Top-ranked



Peer Group: BI & Analytics Specialists



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

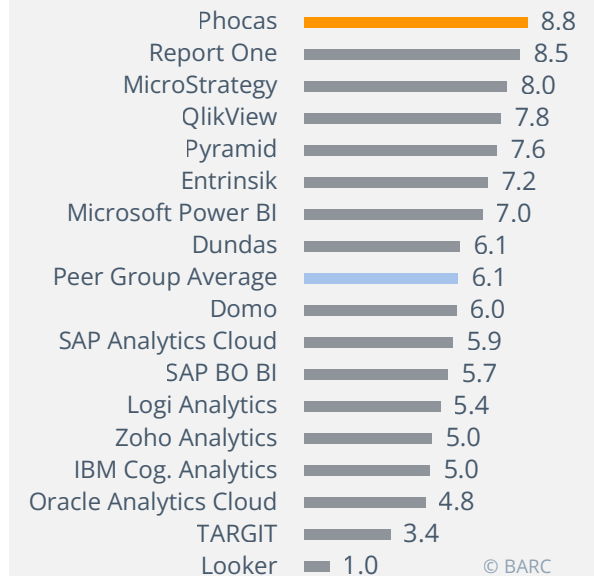
Performance Satisfaction



Performance Satisfaction – Top-ranked



Peer Group: Report & Dashboard Focus



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



In contrast to the *Query Performance* KPI, which is calculated using reported query response times and adjusted by data volumes used, the *Performance Satisfaction* KPI directly reflects the level of customer complaints about the product's query performance. Only 5 percent of Phocas respondents – well below the overall survey average of 15 percent – complained about the performance of Phocas. This results in top-two placements in all of its peer groups. In general, business users are especially likely to complain about performance issues when they query data. While this is a common usage scenario with Phocas, the low level of performance-related complaints is another positive indicator of a well balanced architecture.

Sales Experience

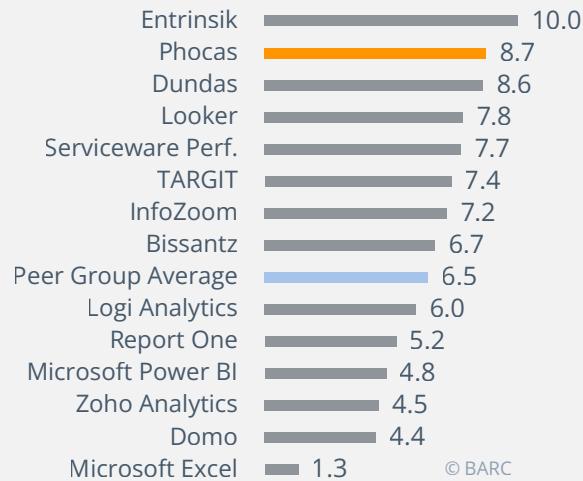


This KPI is based on how respondents rate the sales/purchasing experience with the vendor.

Sales Experience – Leader



Peer Group: Midsize/Departmental Implementations

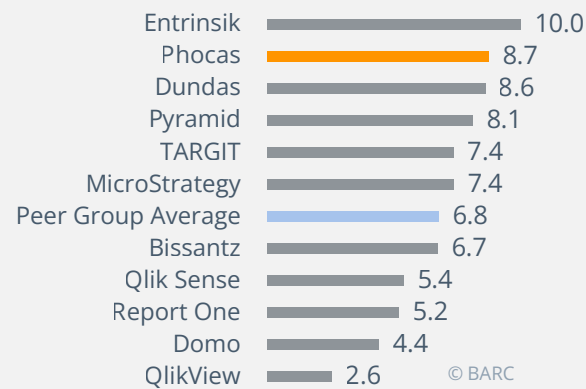


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Sales Experience – Leader



Peer Group: BI & Analytics Specialists



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

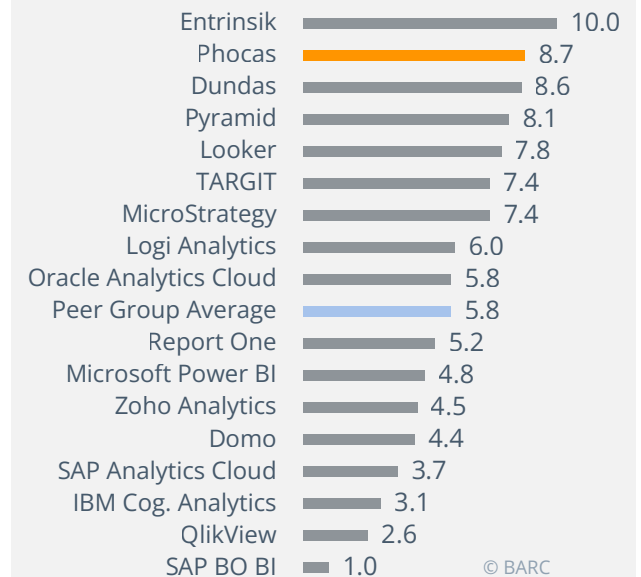
Sales Experience



Sales Experience – Leader



Peer Group: Report & Dashboard Focus



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



We calculate the *Sales Experience* KPI by asking customers to rate their level of satisfaction with seven different aspects of the sales process with the vendor. Phocas received above-average feedback on all seven criteria, which is remarkable. The overall experience with Phocas sales staff and the vendor's general conduct were especially highly rated. Moreover, customers highlighted Phocas' timely and thorough response to product-related and technical questions. Phocas is rated second-best in all of its peer groups in the *Sales Experience* KPI.

Customer Experience

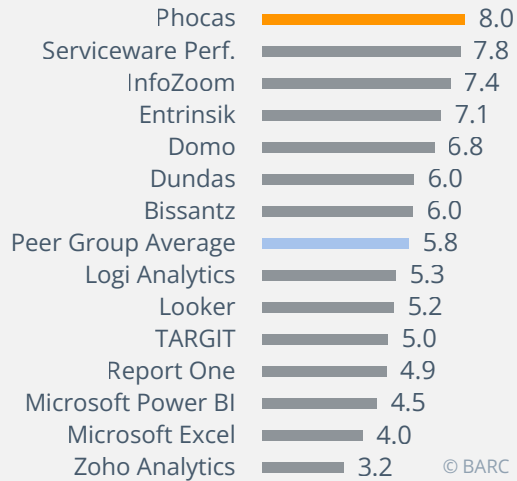


This KPI combines the *Self-Service, Ease of Use, Flexibility, Query Performance, Performance Satisfaction* and *Sales Experience* KPIs.

Customer Experience – Top-ranked



Peer Group: Midsize/Departmental Implementations



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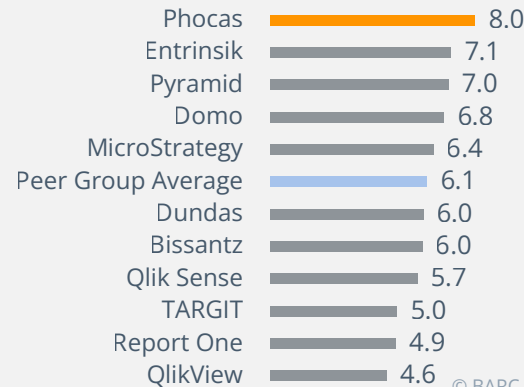
www.bi-survey.com

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Customer Experience – Top-ranked



Peer Group: BI & Analytics Specialists



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

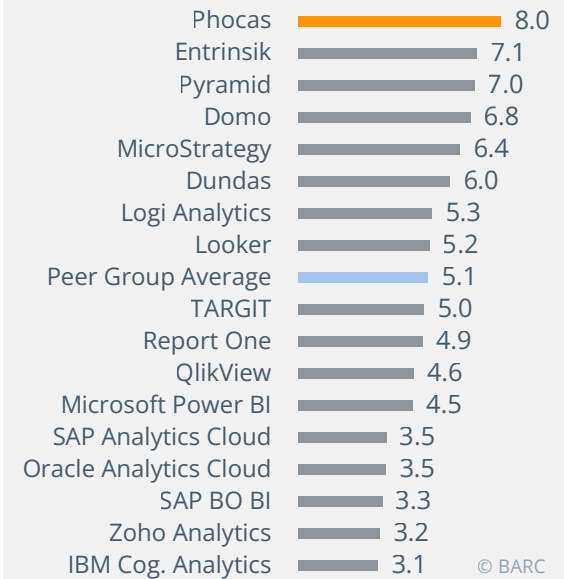
Customer Experience



Customer Experience – Top-ranked



Peer Group: Report & Dashboard Focus



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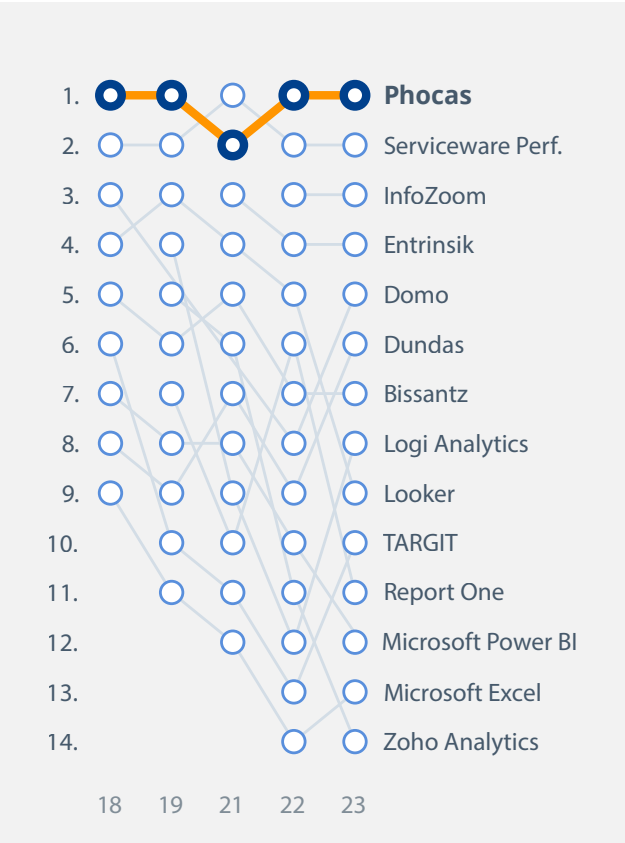
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



The *Customer Experience* KPI is an aggregated measure that takes into account ratings in the *Ease of Use*, *Query Performance*, *Self-Service*, *Sales Experience*, *Performance Satisfaction* and *Flexibility* KPIs, all of which are essential components of a good customer experience. Strong scores in all of these 'root' KPIs leads to top ranks in all of its peer groups in this important KPI. This achievement highlights Phocas' ability to serve business users with access to the data they need and equip them with easy-to-use features for flexible data navigation.

Consistently outstanding for Customer Experience

Peer Group: Midsize/Departmental Implementations



Consistently outstanding for Customer Experience

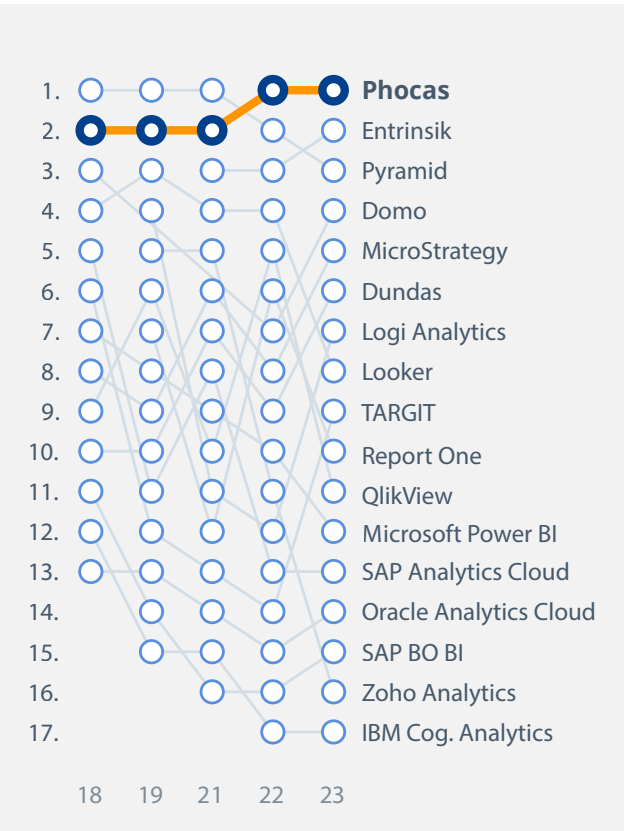
Peer Group: BI & Analytics Specialists



Customer Experience

Consistently outstanding for Customer Experience

Peer Group: Report & Dashboard Focus



Cloud BI

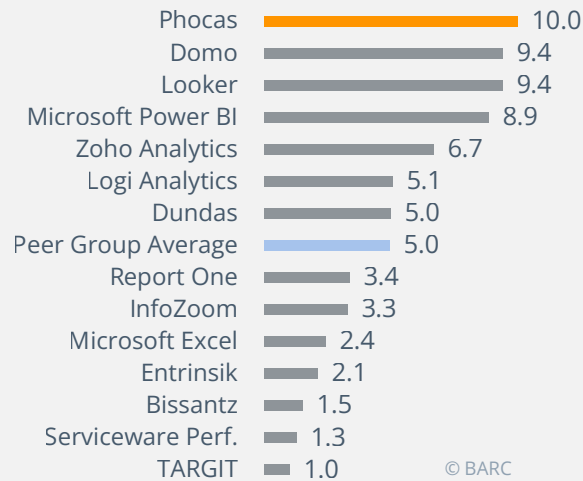


This KPI is based on the proportion of survey respondents that currently use the product in a cloud environment.

Cloud BI – Top-ranked



Peer Group: Midsize/Departmental Implementations



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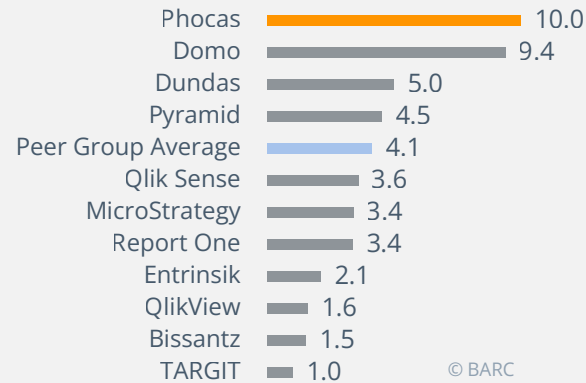
www.bi-survey.com

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Cloud BI – Top-ranked



Peer Group: BI & Analytics Specialists



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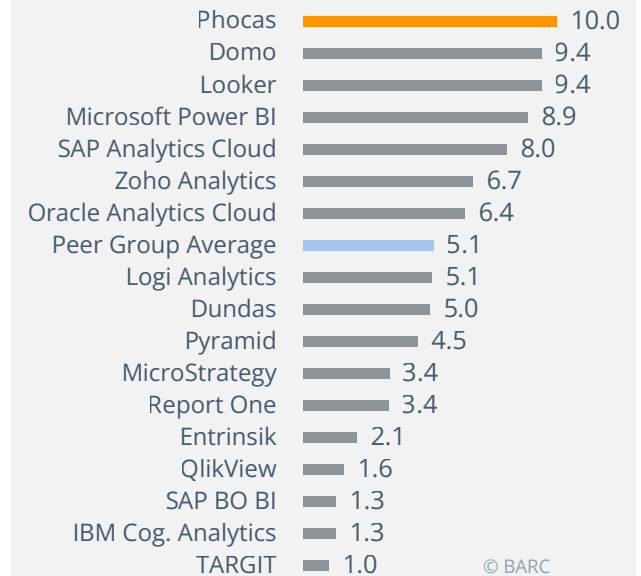
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Cloud BI



Cloud BI – Top-ranked

Peer Group: Report & Dashboard Focus



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



Originally a provider of on-premises software, Phocas began its transition to becoming a cloud company many years ago. This year, 87 percent of Phocas users said they have used the software in cloud environments. This is the highest rate of cloud usage in The BI & Analytics Survey 23, resulting in top rankings in all three peer groups for the *Cloud BI* KPI. Cloud has become the default way to deploy Phocas.

Visual Analysis

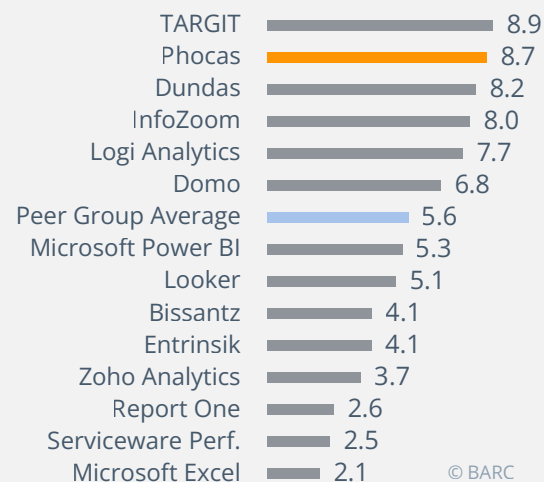


This KPI is based on the proportion of survey respondents that currently perform visual analysis with their BI tool.

Visual Analysis – Leader



Peer Group: Midsize/Departmental Implementations



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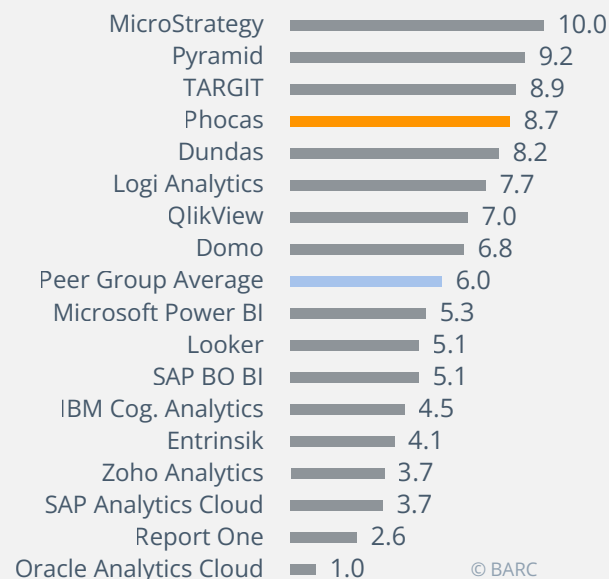
www.bi-survey.com

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Visual Analysis – Leader



Peer Group: Report & Dashboard Focus



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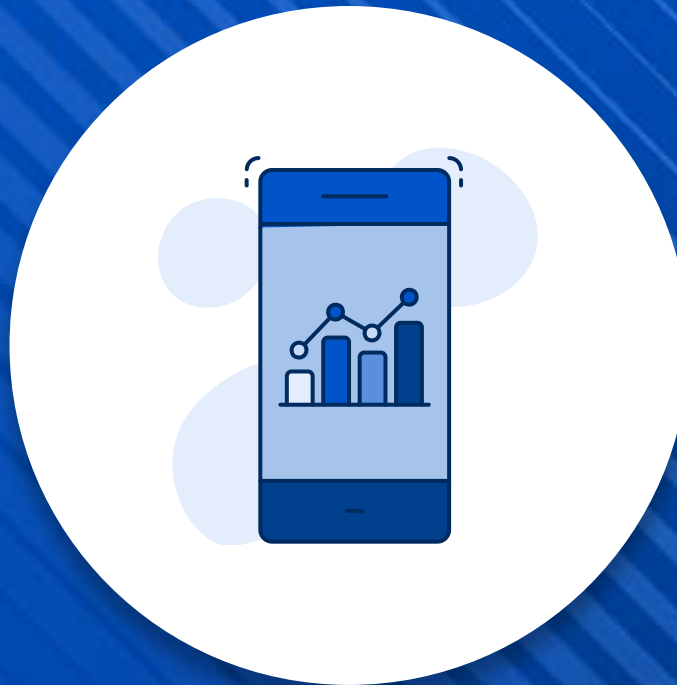
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Visual Analysis



Data represented visually (i.e., using charts) can be understood faster by users and anomalies and outliers can be identified more quickly. In the Phocas analysis panel, users can not only explore data in a tabular format, they can also build visualizations in a user-friendly manner. Charts are generally interactive and linked with other visualizations on the dashboard. Almost every Phocas customer surveyed has used the product to create dashboards, which underlines the importance of graphical representation for them. 75 percent of Phocas respondents have also used the software for visual analysis, which speaks for the interactivity of Phocas dashboards.

Mobile BI

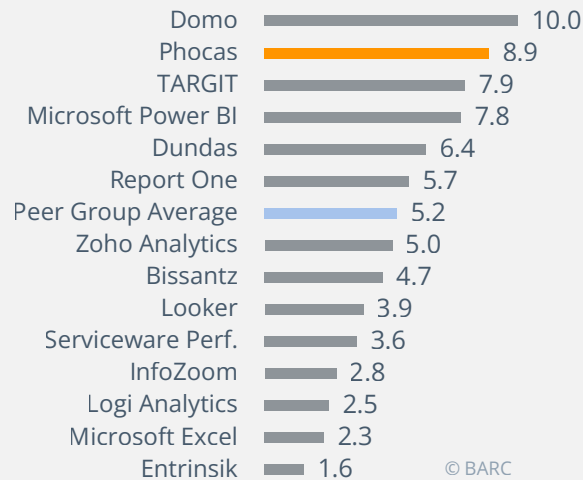


This KPI is based on the proportion of survey respondents that currently use their BI tool on a mobile device.

Mobile BI – Leader



Peer Group: Midsize/Departmental Implementations



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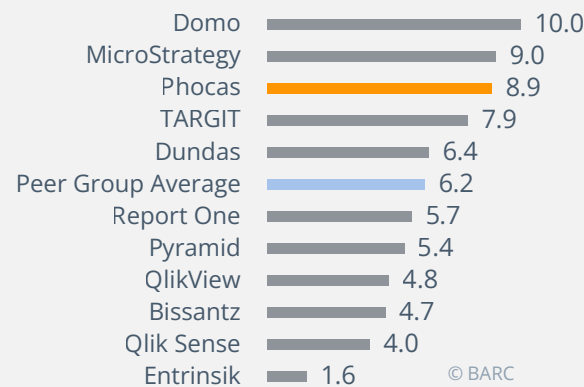
www.bi-survey.com

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Mobile BI – Leader



Peer Group: BI & Analytics Specialists



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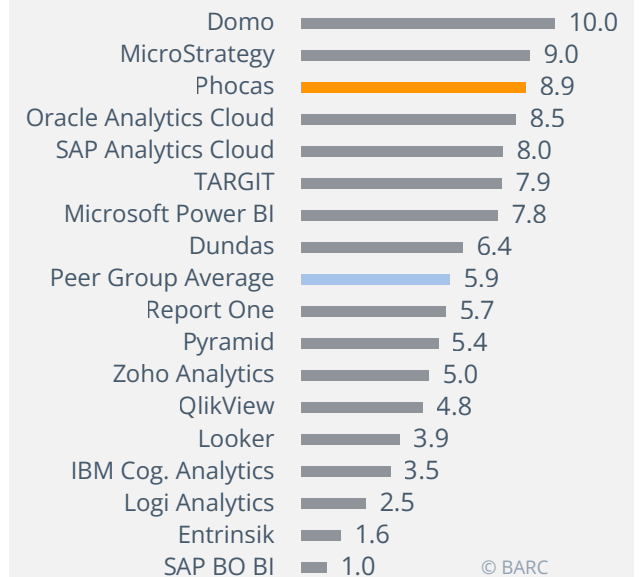
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Mobile BI



Mobile BI – Leader

Peer Group: Report & Dashboard Focus



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www.bi-survey.com

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



49 percent of Phocas respondents have used the software in mobile BI use cases. Similar to cloud, the vendor picked up on the mobile trend quite early on. Phocas does not have a native mobile application but the software is based on HTML5 and Java, offering a simple but clear design so it can be accessed on any device via a web browser. Its responsive design means it is not necessary to build visualizations specifically for mobile devices because the software automatically adjusts the layout to the screen size. This year, Phocas is ranked among the leading vendors in all of its peer groups for the *Mobile BI* KPI.

Operational BI

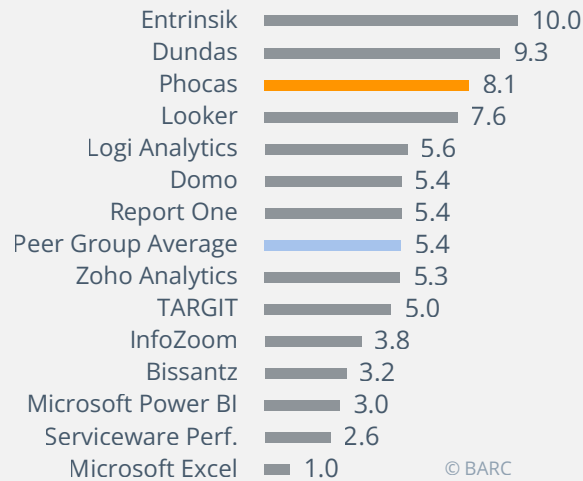


This KPI is based on the proportion of survey respondents that currently use real-time data from transactional systems with their BI tool.

Operational BI – Leader



Peer Group: Midsize/Departmental Implementations



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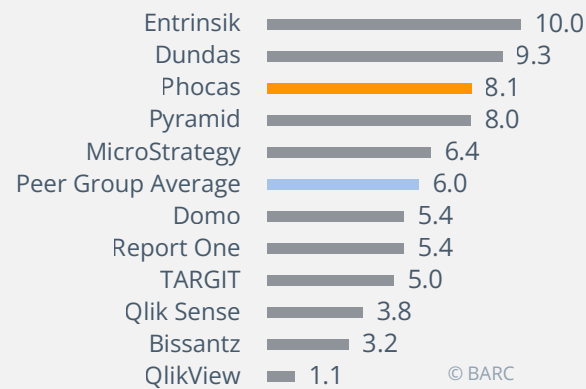
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Operational BI – Leader



Peer Group: BI & Analytics Specialists



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

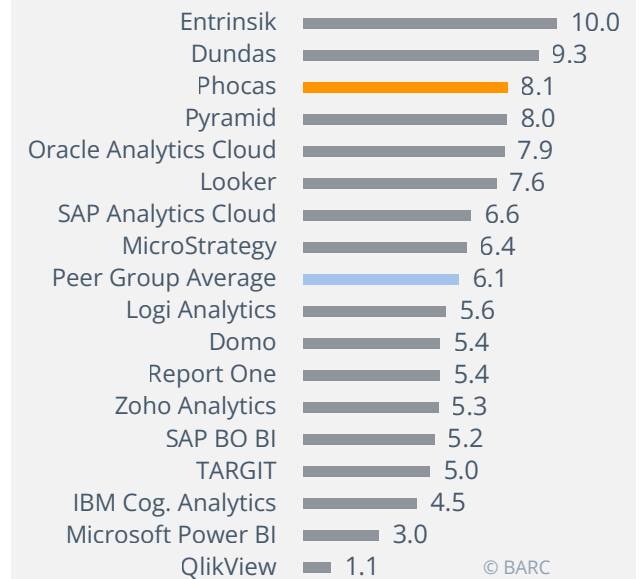
Operational BI



Operational BI – Leader



Peer Group: Report & Dashboard Focus



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



58 percent of Phocas customers have used the product for operational BI. This usage scenario is one of its core strengths given that it supplies a number of ERP system providers (e.g., Epicor) with predefined analytics. In the case of Epicor, Phocas is even branded and sold as Epicor Data Analytics (EDA). Phocas is usually implemented pretty quickly, showing that it is able to provide customers with important day-to-day information for decision-making in critical business processes.

Innovation

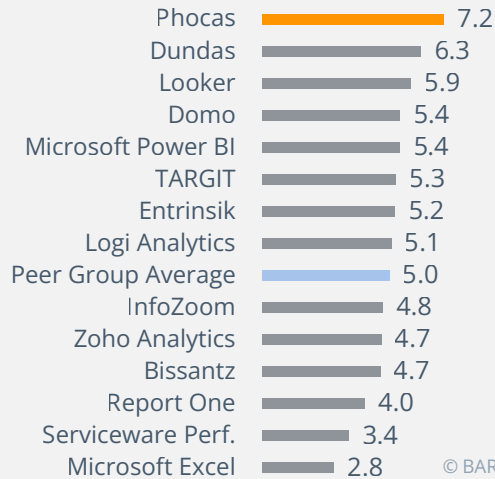


This KPI combines the *Cloud BI, Data Preparation, Visual Analysis, Visual Design Standards, Location Intelligence, Mobile BI, Operational BI* and *Embedded BI* KPIs to measure the product's level of innovation.

Innovation – Top-ranked



Peer Group: Midsize/Departmental Implementations



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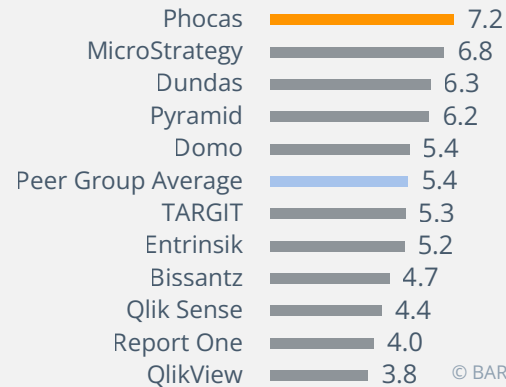
www.bi-survey.com

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Innovation – Top-ranked



Peer Group: BI & Analytics Specialists



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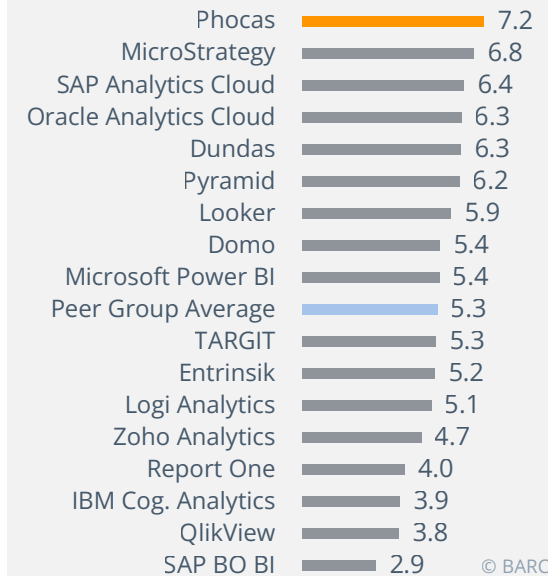
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Innovation



Innovation – Top-ranked

Peer Group: Report & Dashboard Focus



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



We measure a product's level of innovation by aggregating the *Cloud BI*, *Data Preparation*, *Visual Analysis*, *Visual Design Standards*, *Location Intelligence*, *Mobile BI*, *Operational BI* and *Embedded BI* KPIs. With especially high ratings for *Cloud BI*, *Visual Analysis*, *Mobile BI* and *Operational BI*, Phocas takes top spot in the aggregated *Innovation* KPI in all of its peer groups. This is a great achievement for a comparatively small BI and analytics specialist.

Competitive Win Rate

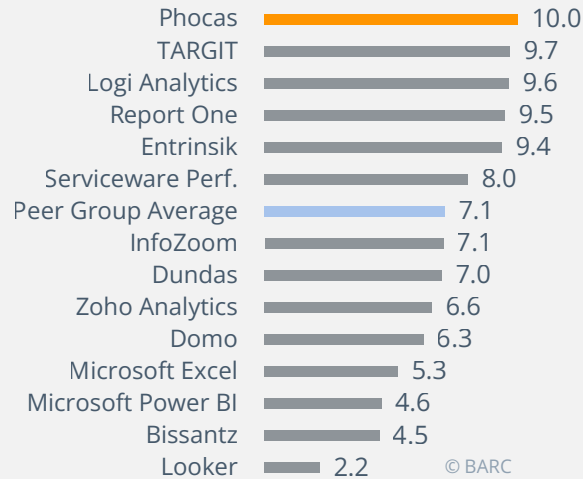


This KPI is based on the percentage of wins in competitive evaluations.

Competitive Win Rate – Top-ranked



Peer Group: Midsize/Departmental Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Competitive Win Rate – Top-ranked



Peer Group: BI & Analytics Specialists



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

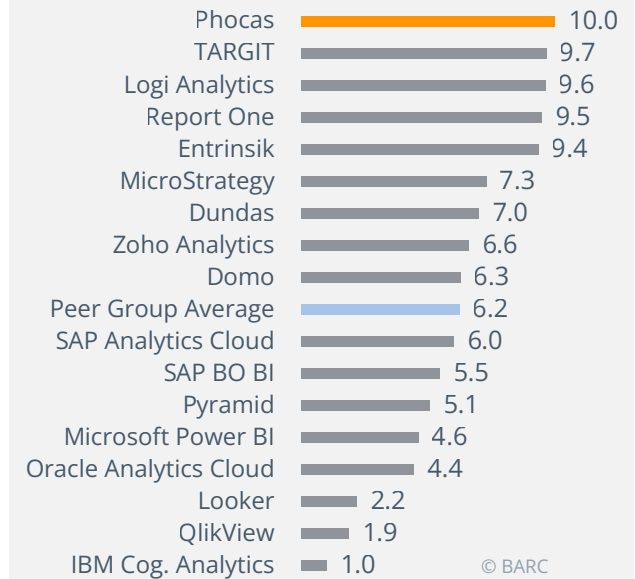
Competitive Win Rate



Competitive Win Rate – Top-ranked



Peer Group: Report & Dashboard Focus

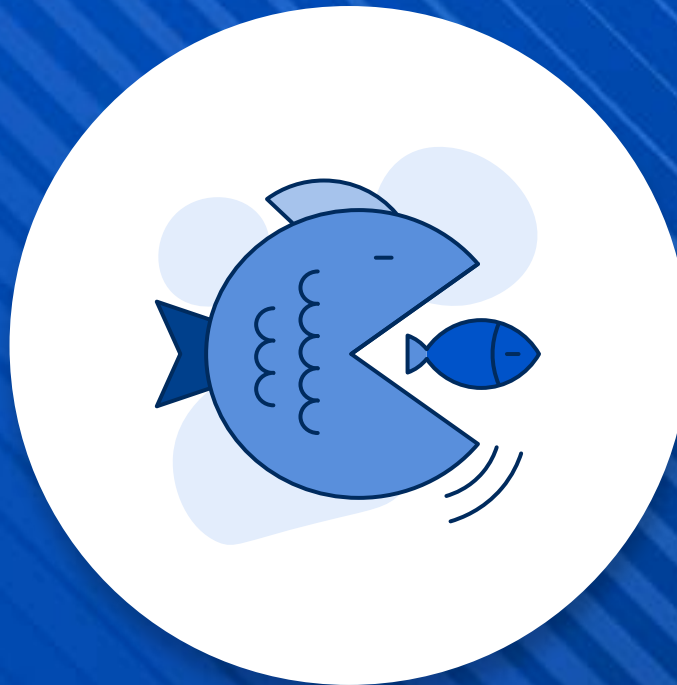


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



Phocas' *Competitive Win Rate* is the best of all the products featured in The BI & Analytics Survey 23. 72 percent of Phocas customers performed a competitive product evaluation in advance of purchasing, while 22 percent bought the product without formally assessing it. Of the 21 customers surveyed who evaluated Phocas, 19 decided to purchase it. Phocas specializes in serving certain industries, providing customers with predefined content to accelerate their implementations. It appears that this sales strategy is very effective. The combination of being a customer-oriented vendor and offering a business-user-oriented product with predefined content undoubtedly helps to convince prospects to buy Phocas.

Competitiveness

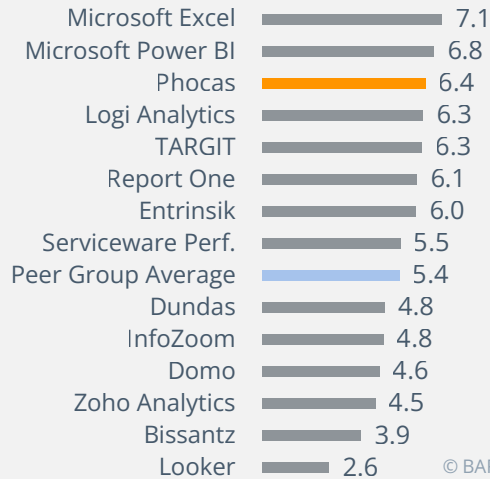


This KPI combines the *Considered for Purchase* and *Competitive Win Rate* KPIs.

Competitiveness – Leader



Peer Group: Midsize/Departmental Implementations



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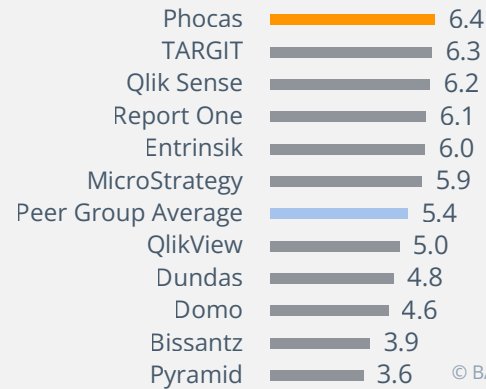
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Competitiveness – Top-ranked



Peer Group: BI & Analytics Specialists



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

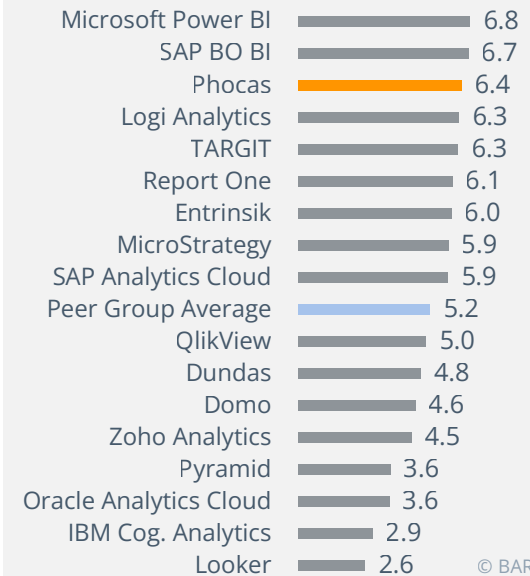
Competitiveness



Competitiveness – Leader



Peer Group: Report & Dashboard Focus



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



Although Phocas is not very well known outside its core markets, its *Competitive Win Rate* shows that customers who evaluate it are more likely than not to purchase it. Phocas' performance in some of the *Innovation* KPIs such as *Cloud BI*, *Mobile BI* and the increasingly important *Operational BI* are remarkable for a BI and analytics specialist of its size. This shows that smaller companies can adapt their software to market and customer needs and develop it further. The company has recently launched a budgeting product to complement its BI offering and help customers to implement additional BI and analytics scenarios.

BARC (Business Application Research Center) is one of Europe's leading analyst firms for business software, focusing on the areas of data, business intelligence (BI) and analytics, enterprise content management (ECM), customer relationship management (CRM) and enterprise resource planning (ERP).

Our passion is to help organizations become digital companies of tomorrow. We do this by using technology to rethink the world, trusting data-based decisions and optimizing and digitalizing processes. It's about finding the right tools and using them in a way that gives your company the best possible advantage.

This unique blend of knowledge, exchange of information and independence distinguishes our services in the areas of research, events and consulting.

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Our BARC studies are based on internal market research, software tests and analyst comments, giving you the security to make the right decisions. Our independent research brings market developments into clear focus, puts software and vendors through their paces and gives users a place to express their opinions.

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Other Surveys



The BARC [*Data, BI and Analytics Trend Monitor 2022*](#) reflects on the trends currently driving the BI, analytics and data management market from a user perspective. We asked close to 2,400 users, consultants and vendors for their views on the most important BI trends.



The BARC study [*Data Culture Survey 2022*](#) investigates the flavors of data culture within organizations. It is based on a survey of 434 participants from 49 countries across a range of industries. [Download here.](#)



[*The Planning Survey 22*](#) is the world's largest survey of planning software users. Based on a sample of over 1,325 responses, it offers an unsurpassed level of user feedback on 19 leading planning products. Find out more at www.bi-survey.com

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