

A BPM Partners Research Note

Vendor Landscape Matrix (abridged)

**Financial, Strategic, and Operational
Business Performance Management**

June 2021

PERFORMANCE MANAGEMENT



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Executive Summary

Last year many organizations turned to Business Performance Management (BPM) solutions to help them navigate through the challenging economic environment caused by the global pandemic. Our recent research indicates those systems did in fact succeed in helping companies become more agile, and better able to respond to the dynamic market conditions around them. As those same companies look forward to starting down the path to recovery, they are conscious of the fact that there will certainly still be some bumps along the way. Again, they are hoping their BPM systems can help.

While many organizations are still trying to fix a painful budgeting process, they have broadened their system requirements based on what they have just been through. Newer areas of focus include scenario planning, financial modeling, continuous forecasting, strategic planning (recognizing that short-term changes will also impact longer-term plans), predictive forecasting leveraging AI, operational planning, financial and operational signaling to provide leading indicators of changing conditions, revenue planning, capital planning, pervasive data visualization, near real-time streamlined integration with transactional source systems, and the list goes on and on.

The good news is that the majority of performance vendors are up to the task of meeting this broader range of requirements. There has been significant investment in the space in the past year and many vendors are using those funds to expand their product offerings with major new capabilities. In addition, a number of newer vendors have stepped up to the plate with a focus on financial modeling, scenario planning, revenue planning, and operational analysis. **In fact, this year there are more capable solutions available, at every price point, than in any prior year.** The challenge then becomes evaluating this expanded list of options and finding the right solution for your unique business needs. This report is designed to help you get started with that process.

The purpose of the BPM Partners Vendor Landscape Matrix is to provide a point-in-time snapshot of all the core players, their status in the market, and the focus of their offerings. The BPM Partners Vendor Landscape Matrix covers financial, operational, and strategic performance management in a single, unified report. Information is presented in a summary grid, along with vendor by vendor commentary, attribute checkmarks, and customer satisfaction ratings collected as part of the annual BPM Pulse Research Study. This document is updated annually, usually in June, to reflect the most current information available. We believe that this information should enable organizations to focus their vendor selection activities on those vendors most likely to meet their needs, saving time and money in the process. This report is not intended to replace the thorough due diligence, analysis, and detailed evaluations and comparisons that we recommend be conducted as part of any BPM vendor selection process. Information about our own services in this area is included at the end of this document.

All of the data contained in this document has been independently researched and compiled by BPM Partners, Inc.

The customer satisfaction data is from the 2021 BPM Pulse Research Study which was conducted during April/May 2021, except where noted otherwise.

NOTE: This is an abridged edition of BPM Partners' Vendor Landscape Matrix report.

The BPM Vendor Landscape Matrix Explained

This report is only for Business Performance Management (BPM) Vendors. It is therefore important to understand how we define BPM:

- ❖ BPM is a set of integrated, closed-loop management and analytic processes, supported by technology, that address financial as well as operational activities.
- ❖ BPM is an enabler for businesses in defining strategic goals, and then measuring and managing performance against those goals.
- ❖ Core BPM processes include financial and operational planning, financial consolidation and reporting, modeling, analysis, and monitoring of key performance indicators (KPIs) linked to organizational strategy.
- ❖ Operational Analytics focus on the performance of key business areas including Sales, Marketing, Customer Service, Manufacturing, R&D, IT, and HR.
- ❖ From a technology perspective: all vendors in this report offer a cloud version of their product. For some vendors this is simply a hosted version of their on-premise offering. For others it is a new product that co-exists with an established on-premise offering from that same vendor. Of course, some vendors started in the cloud (or completely re-architected their on-premise offering for the cloud) and do not offer an on-premise alternative. When it comes to mobile, most vendors provide an HTML5 web interface that makes their full product set available for access from any device.
- ❖ On the application front: vendors continue to focus on ease-of-use enhancements, pre-packaged solutions to accelerate time to value, and streamlining the integration of familiar Microsoft Office components throughout their product sets, now also including Power BI.
- ❖ Inclusion in the Vendor Landscape Matrix is based solely on BPM Partners' evaluation of vendor activity in the field as it relates to performance management. Only the most active vendors competing for and successfully delivering BPM solutions in the North American market are included in this grid. Vendors may be excluded if they do not offer one or more of the core capabilities required of BPM systems, or if their sales and/or R&D focus is weighted towards existing and new joint customers of non-BPM products offered by their parent company. *Vendors that are unable or unwilling to share information necessary for the preparation of this report cannot be included.*

Vendor Details

For each vendor included in the matrix we have included brief comments, usually highlighting what's new or unique about the vendor. Where available we have also included customer satisfaction ratings for 11 key attributes as well as an overall score (which is provided by respondents, not mathematically derived). This data comes directly from the 2021 BPM Pulse Research Study which had responses from over 450 companies. Respondents who rated vendors/products self-identified themselves as users of the vendors/products being rated. BPM Partners then validated their customer status with the specified vendor. Respondents were asked to rate their vendor and product satisfaction on a 5 point scale with 1 being the lowest and 5 being the highest. The attributes being rated (and their grid codes) were:

- Overall satisfaction
- Budgeting/Planning Functionality (BudF)
- Financial Consolidation Functionality (ConF)
- Reporting Functionality (RepF)
- Analytics Functionality (AnIF)
- Ease of use (Use)
- Ease of administration (Admin)
- Ease of integration (Intg)
- Finance self-sufficiency (FSS)
- Performance/Scalability (Perf)
- Vendor/partner consulting (Const)
- Product Innovation/Enhancement (Inno)

Our interpretation of these ratings is represented as follows:

Fair	Good	Very Good	Excellent	Outstanding
<4.00	4.00-4.24	4.25-4.49	4.50-4.74	4.75-5.00
BPM Pulse Rating	BPM Pulse Rating	BPM Pulse Rating	BPM Pulse Rating	BPM Pulse Rating

The vendor ratings appear on each individual vendor page and in comparative multi-vendor charts. On the individual pages the vendor's **Excellent** and **Outstanding** attribute ratings are bolded, and the functionality ratings are highlighted. Vendors that did not get assessed in the 2021 BPM Pulse Survey, or did not have sufficient data to provide an accurate rating, are noted with "insufficient data" on their individual page. If they had sufficient data in a recent prior survey year that data is included and so noted. Note: vendors without current year ratings are placed in the 'insufficient data' section of the VLM grid, even if they do have prior year ratings.

In addition, we have included a set of vendor checkboxes to highlight specific product and vendor capabilities. The key to the current set of checkboxes follows.

Key to Vendor Checkboxes

Functionality				Profile			
Core	Specialized	Complementary	Advanced	UI	Market	Deploy	Apps
See below	See below	See below	See below	See below	Revenue Range	See below	Yes/No

Functionality

Core: How the vendor delivers the core performance management functionality of budgeting, forecasting, planning, reporting, consolidation, and dashboards:

‘Unified’ – single product delivering all core functionality (unless noted otherwise)

‘Modular’ – multiple modules optimized for key components of core functionality

‘Separate Products’ – multiple products for different components of core functionality, usually priced separately

‘Platform’ - single platform with a downloadable library of apps for core capabilities

‘Unified Platform’ – single product for core functionality combined with a platform for specialized solutions

Specialized: Focused solutions the vendor offers that address specific use cases within the core areas of performance management:

‘Statutory’ Consolidation – Version of consolidation designed for legal/statutory reporting with robust functionality usually tailored to meet individual country requirements

‘Disclosure’ Management – Support for the collaborative “last mile of Finance”

Pervasive ‘Analytics’ – While all vendors provide basic analytics capabilities, usually in a separate module or work area, pervasive analytics make analysis and visualization available throughout the product

‘Benchmarking’ – Provision of peer company data and streamlined integration

‘Salary’ Planning – Headcount planning focused on compensation and benefits-related expenses

‘Revenue’ Planning – Ability to plan and forecast revenues from multiple streams utilizing models that typically vary by industry

‘Capital’ Planning – Solution to facilitate management of capital investments and determine the impact on the P&L, balance sheet, and cash flow

Operational Solutions:

‘Operational’ Analytics - Support for processing high volume, granular operational data

‘Sales’ Planning – Operational planning focused on Sales that usually covers most of the following: pipeline, capacity, territory, quota, and incentive compensation management

‘Workforce’ Planning – Going beyond just salary planning the focus is on resource/talent management and identification of gaps in required skillsets

‘IT’ Planning – Project and portfolio planning

Complementary: Additional solutions the vendor offers that extend the value of performance management while going beyond the usual core functionality:

Account 'Reconciliation' – Enhances accuracy by automating the reconciliation process, implementing controls, and flagging discrepancies

'Transfer Pricing' – Supports profitability analysis and tax liability calculations

'Tax' Provisioning and Reporting – Reduces the time and increases the accuracy of collecting and reporting tax data

Advanced: Capabilities the vendor adds that enhance multiple aspects of the solution, often powered by artificial intelligence/machine learning (AI/ML). **Bolding** is used in the checkbox to indicate if the vendor does in fact leverage AI/ML for the capability:

Task 'Automation' - The streamlining of multi-step tasks or prompting of steps in a previously used sequence (steps used last year to enter and submit the budget for example), may be powered by RPA (robotic process automation)

Data 'Quality' - The ability to minimize data errors, for example by flagging data that is outside the expected norm, such as out of range data when loading actuals, may be powered by Anomaly Detection

Intelligent 'Insights'/Virtual Assistant - System generated insights based on the analysis of a dataset and highlighting trends or variances, often through conversational interactions, may be powered by NLP (natural language processing)

'Predictive' Analytics - Determining the probability of a future outcome based on analyzing a high volume of historical data, external factors, and applying statistical analysis, while also being able to generate the forecast itself and identify the optimal drivers, may be powered by ML (machine learning)

'Prescriptive' Capabilities - The product offers guidance and suggestions on action to take based on analysis of the data, may be powered by ML (machine learning)

Profile

UI: The primary interface of the vendor's core product (note - whether it is the primary interface or not, most products interface with Excel for specific tasks):

'Excel' – Excel is the primary interface, 'Own' – Purpose-built interface, 'Excel Option' – Can use vendor's own interface or opt to use Excel

Market: The vendor's product is designed for particular target market segments (and priced accordingly). The target market by revenue is expressed in \$US ranges. **Note: Vendors are grouped together in this report based on the markets they target.**

Deploy: Deployment options:

'Cloud' - Hosted/SaaS single-tenant version or multi-tenant cloud solution

'OnPrem' – On premise version, '(Same)' indicates that cloud and on prem version are the same product

Apps: The vendor provides a Library/Exchange/Hub/Marketplace of solutions/apps (Yes/No).

Vertical Focus/Vertical Success: This item is included for selected vendors that have expertise, significant success, and/or content related to specific industries. Vertical Success is used for cross-industry vendors while Vertical Focus is used for vendors that only focus on the listed industries.

Core Strengths

These attributes are assigned by BPM Partners based on vendor input, and are designed to highlight each vendor's core strengths and key capabilities. It is important to note that the absence of a particular strength does not mean that the vendor does not have that attribute, just that other attributes were more representative of that vendor. The greatest value comes from viewing a vendor's core strengths as a whole and determining how closely they match the profile of your ideal vendor. For 2021 the available Core Strengths are:

Ease

- ✓ Ease of Use
- ✓ Product Flexibility
- ✓ Streamlined Integration

Cost

- ✓ Low Total Cost of Ownership
- ✓ Quick Implementation
- ✓ Out of the Box Functionality

Power

- ✓ Performance/Scalability
- ✓ Complexity Handling
- ✓ Depth and Breadth of Functionality

Reach

- ✓ Operational Analytics
- ✓ Easy Expandability
- ✓ Regulatory Compliance

Added Value

- ✓ Vertical Content
- ✓ AI Powered
- ✓ Complementary Applications

Key to Vendor FactBox

The Vendor FactBox is designed to provide additional useful information about each vendor to aid in decision-making. It is intended to supplement the vendor matrix, commentary, checkboxes, and customer satisfaction ratings and complete the picture.

Years in Performance Management Business: This represents the years of experience the vendor has in this field. For performance management focused vendors it is the number of years in business, for larger vendors with multiple product lines it is specifically focused on just the performance management business. Where a vendor entered the market through an acquisition the number of years includes the years the acquired company was in business prior to the acquisition.

North American Business %: This number represents the portion of the vendor's business that was North American focused in the past year. While a larger percent indicates a vendor with significant focus and traction in this market, a smaller percent indicates a vendor with more global experience.

Number of Partners: The number of partners includes reseller, implementation, and technology partners and is an indication of the ecosystem that has developed around this vendor's offerings. Note: if the vendor implementation % is low it is desirable for the number of partners to be high so there is a wider range to choose from.

Vendor Implementation %: Going hand in hand with the partners number this percent indicates the degree to which this vendor does their own implementations versus relying on third-parties. A higher number means the vendor does most of the implementations themselves, a lower number means more are done by partners. It should be noted however that even when a third-party is involved in the implementation most vendors maintain a design and quality assurance role.

Update Frequency: Frequency of minor/major *cloud* updates (not including urgent patches).

Pricing: Pricing varies widely and is impacted by many factors including volume, number of years commitment, existing relationships, sales promotions and who the competitors are. However, we set out to create a basic guide to enable you to determine the relative price positioning of the vendors. For most organizations pricing is a key decision factor and this guide should assist in setting appropriate expectations.

We compared the annual per user pricing (total annual subscription fee including any foundation / core / module /process / instance / fixed costs plus any workspace and cloud management fees, divided by the number of users) for a 50 user cloud-based planning system. We looked at typical/average street pricing (as opposed to list price). Some vendors price by company size so we identified the high-end and low-end, while others offer different versions with their own prices. We then assigned a symbol based on the pricing band the vendor's price fell into. Also, be aware that for some unified solutions the planning price may include access to financial consolidation and other functionality at no additional cost.

\$ = under 1,000 per user per year	\$\$\$\$ = 2,000 - 2,499 per user per year
\$\$ = 1,000 - 1,499 per user per year	\$\$\$\$\$ = 2,500 - 2,999 per user per year
\$\$\$ = 1,500 - 1,999 per user per year	\$\$\$\$\$\$ = 3,000 and over per user per year

Syntellis Performance Solutions PERFORMANCEPLACE

Syntellis Performance Solutions' Axiom Enterprise Performance Management Suite delivers a unified platform, coupled with expertise and benchmark data, designed to help organizations acquire insights and accelerate confident decision-making. Their comprehensive performance management solution includes budgeting, forecasting, reporting, analytics, strategy management, consolidations, capital planning, profitability, and cost management. Ad-hoc report writing is accomplished through a guided, wizard-driven interface. Rolling forecast implementations can leverage machine learning to significantly reduce the effort required. The platform is available in a secure and highly scalable cloud environment powered by Microsoft Azure. Axiom Intelligence is powered by Power BI, which is integrated and embedded in the solution.

Axiom Software includes tailored industry solutions for healthcare providers, banks and credit unions, and higher education. API-based connectors have been developed for Fiserv (Financial Institutions), Epic (Healthcare), and Ellucian (Higher Education). Axiom has a strong focus on integrated business planning, grounded in the principles of corporate finance. The company continues to develop industry specific solutions providing data, analytics and benchmarking capabilities and has strategic alliances with Kaufman Hall, Ellucian, and Fiserv. Solutions include Strategy Management & Comparative Analytics for healthcare providers, Grants Planning for higher education, and Relationship Profitability & Pricing for financial institutions. For the higher education market Axiom partners with Ellucian and has delivered a Tuition Planning solution. For healthcare organizations there are COVID-19 Clinical Analytics and DSS Dashboards, and a Health Plan Budgeting module. The Axiom Advantage Program helps clients quickly maximize the value of their investment.

Significant new developments include Axiom Treasury Cash Management, incorporating bank connectivity for real-time cash and liquidity management, and Syntellis IQ which is a data science engine that collects market data and utilizes AI/ML to generate predictive and prescriptive insights.

Vertical Focus: Healthcare, Financial Institutions, Higher Education

Core Strengths: Product Flexibility, Depth and Breadth of Functionality, Vertical Content, AI Powered

Capabilities

Functionality				Profile			
Core	Specialized	Complementary	Advanced	UI	Market	Deploy	Apps
<i>Unified Platform</i>	<i>Operational, Revenue, Capital, Salary, Benchmarking, Analytics</i>	<i>Transfer Pricing</i>	<i>Automation, Quality, Insights, Predictive, Prescriptive</i>	<i>Excel Option</i>	<i>\$250M+</i>	<i>Cloud,</i>	<i>Yes</i>

Customer Satisfaction

Overall: 4.28

BudF	ConF	RepF	AnIF	Use	Admin	Intg	FSS	Perf	Conslt	Inno
4.41	4.31	4.34	4.02	4.09	4.06	4.18	4.40	4.27	4.29	4.18

Vendor FactBox

Years in Performance Management Business	20+ years
North American Business %	99%
Number of Partners	12
Vendor Implementation %	97%
Update Frequency	Triannual (3x Year)
Pricing	Varies by Client Use Case

Oracle **PERFORMANCEPLACE**

Oracle's EPM Cloud portfolio is modular, connected, and comprehensive with embedded intelligence and analytics, designed for operational agility. It is offered in EPM Cloud Standard and Enterprise editions. Planning & Analysis offerings include Enterprise Planning and Budgeting with integrated strategic modeling, Profitability and Cost Management, and Enterprise Performance Reporting. Oracle Strategic Workforce Planning enables HR and Finance to manage skills, gaps, and costs. Oracle Sales Planning Cloud supports quota and commission, territory modeling, and advanced forecasting. Configurable best practice connected planning modules are available for scenario planning, capital planning, project planning, and starter kits for IT financial management and Marketing campaign planning. Free Form Applications address custom financial and operational use cases with no required dimensions, the ability to import Essbase outlines, and support for large models with fast performance. NetSuite Planning and Budgeting Cloud is a packaged, pre-configured product for NetSuite customers.

Financial Close offerings include Financial Consolidation and Close with Intelligent Process Automation, Account Reconciliation with automated transaction matching, Tax Reporting which supports tax provisioning and country by country tax liability reporting and Narrative Reporting. Oracle Enterprise Data Management Cloud helps keeps everything in synch.

Intelligent Performance Management capabilities include predictive planning, signal detection, root cause analysis and action recommendations. The Oracle EPM Cloud Marketplace provides templates and application content.

Core Strengths: Depth and Breadth of Functionality, Performance/Scalability, Operational Analytics, AI Powered

Capabilities

Functionality				Profile			
Core	Specialized	Complementary	Advanced	UI	Market	Deploy	Apps
<i>Modular</i>	<i>Statutory, Disclosure, Operational, Sales, Revenue, Workforce, IT, Analytics</i>	<i>Reconciliation, Tax, Transfer Pricing</i>	<i>Automation, Quality, Predictive, Prescriptive</i>	<i>Own</i>	<i>\$50M+</i>	<i>Cloud, OnPrem</i>	<i>Yes</i>

Customer Satisfaction

Overall: 3.74

BudF	ConF	RepF	AnIF	Use	Admin	Intg	FSS	Perf	Const	Inno
4.11	4.12	3.75	3.59	3.76	3.80	3.72	3.84	4.05	3.78	3.77

Vendor FactBox

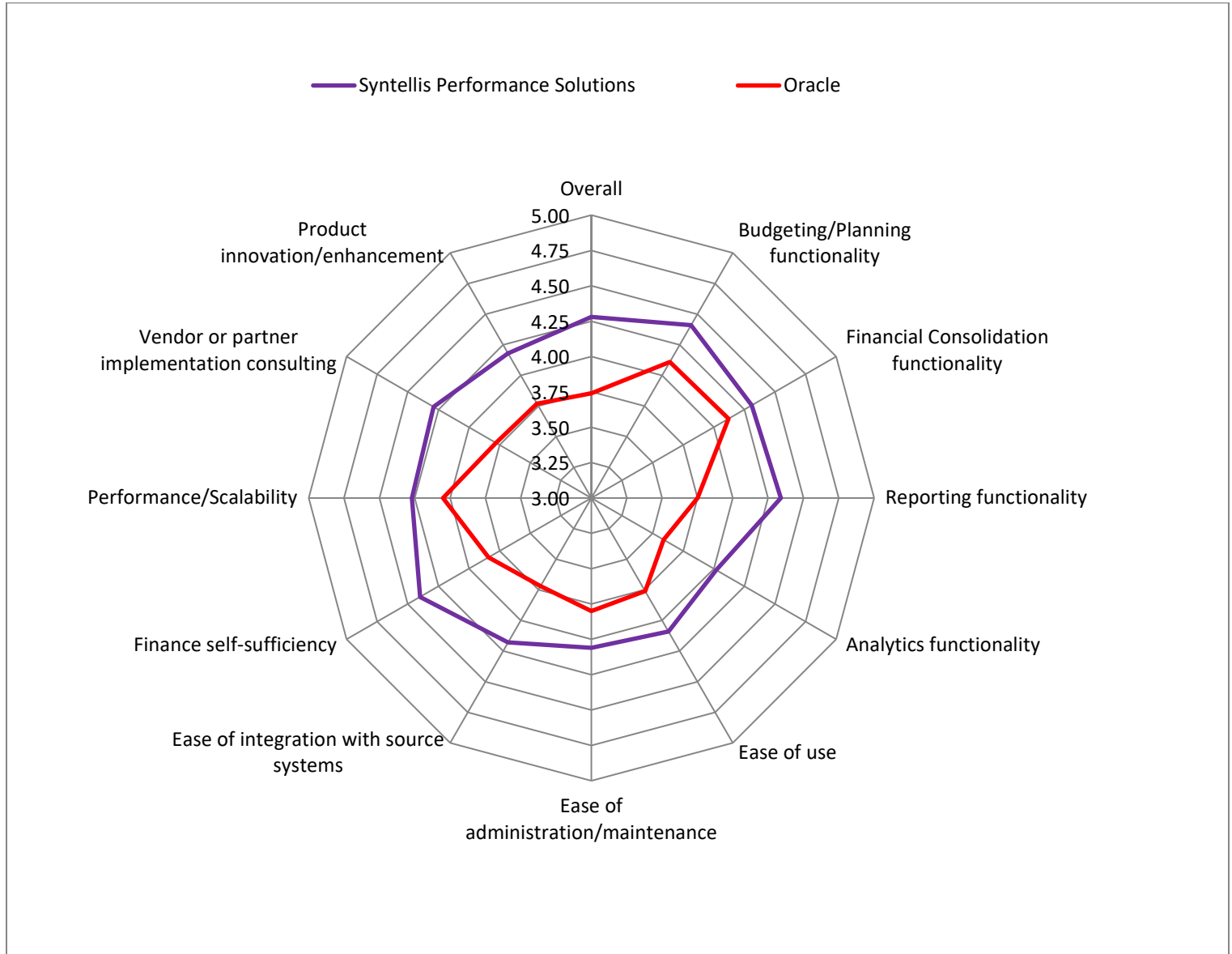
Years in Performance Management Business	41 years
North American Business %	n/a
Number of Partners	400+
Vendor Implementation %	n/a
Update Frequency	Monthly
Pricing	EPM Cloud Standard - \$\$\$\$\$\$

n/a - information not available

Customer Satisfaction Comparison

The chart below compares the vendors with sufficient data for each of the eleven customer satisfaction attributes and overall rating as measured by BPM Partners. Within the chart the vendors are listed in order of highest to lowest overall score.

Detailed Customer Satisfaction Scores



Pricing Comparison

The vendors are placed in rows indicating typical pricing for their products. Vendors with multiple versions or price ranges based on company size will appear twice.

Vendor Pricing

Price Range	Vendors
\$\$\$\$\$ = 3,000 and over per user per year	Oracle (EPM Cloud Standard Edition)
\$\$\$\$ = 2,500 - 2,999 per user per year	
\$\$\$ = 2,000 - 2,499 per user per year	
\$\$\$ = 1,500 - 1,999 per user per year	
\$ = 1,000 - 1,499 per user per year	
\$ = under 1,000 per user per year	
<i>Price varies by use case</i>	Syntellis Performance Solutions



About BPM Partners

BPM Partners is the leading independent authority on business performance management (BPM) and related business intelligence solutions. The company helps organizations address their budgeting, planning, forecasting, financial reporting, consolidation, regulatory compliance, profitability optimization, key performance indicator (KPI) development, and operational performance challenges with vendor-neutral experts who can guide companies through their BPM initiatives from start to finish while both reducing risk and minimizing costs. BPM Partners has specialized packages that lead clients through project justification, requirements definition, vendor selection and deployment of departmental or enterprise-wide BPM or related business intelligence (BI) systems. For further details, go to <https://www.bpmpartners.com/>. Follow BPM Partners on Twitter [@BPMTeam](https://twitter.com/BPMTeam).

PERFORMANCEPLACE

For further information and the latest updates on each of the vendors included in this document (analyst reports, articles, blogs, news, etc.) visit BPM Partners' PerformancePlace by clicking on the logo on the individual vendor pages. Clicking the logo on this page will take you to our [vendor search capability on PerformancePlace](#) which will make it easier to build your vendor shortlist. It allows you to select the collection of core strengths that are most important, along with desired price range and other attributes, and then displays just the vendors that are a match.

Questions? For questions about this report, or any of the covered vendors, [speak with one of our experts](#).