

# The Planning Survey 20

The voice of the planning software user community

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

**OneStream**





## KPI results

**38** top-rankings  
and  
**15** leading  
positions

*in 2 different  
peer groups.*

THE PLANNING  
SURVEY 20



## Recommendation

**97%**  
of surveyed users say  
they would **recommend\***  
OneStream.

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

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## Problems

**69%**  
of surveyed users  
report **no significant  
problems** in the use of  
OneStream.\*

*\* Compared to 46% for the average  
planning tool.*

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## Ease of use

**91%**  
of surveyed users rate  
OneStream's ease of  
use for planners as  
**excellent or good.\***

*\* Compared to 80% for the average  
planning tool.*

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## Satisfaction

**97%**  
of surveyed users  
are **satisfied**  
with OneStream.\*

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

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SURVEY 20



## Price-to-value

**97%**  
of surveyed users rate  
OneStream's  
price-to-value as  
**excellent or good.\***

*\* Compared to 74% for the average  
planning tool.*

THE PLANNING  
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Peer Group  
Financial  
Performance  
Management Products

-  **1.** Top-ranked in
  - Project success
  - Price-to-value
  - Recommendation
  - Vendor support
  - Implementer support
  - Product satisfaction
  - Customer satisfaction
  - Data integration
  - Planning content
  - Planning functionality
  - Workflow
  - Forecasting
  - Simulation
  - Legal consolidation
  - Functionality
  - Ease of use
  - Sales experience
  - Customer experience
-  **Leader in**
  - Driver-based planning
  - Reporting/analysis
  - Self-service
  - Flexibility
  - Performance satisfaction
  - Competitive win rate
  - Competitiveness

# The Planning Survey 20 OneStream Highlights



Peer Group  
North American  
Vendors

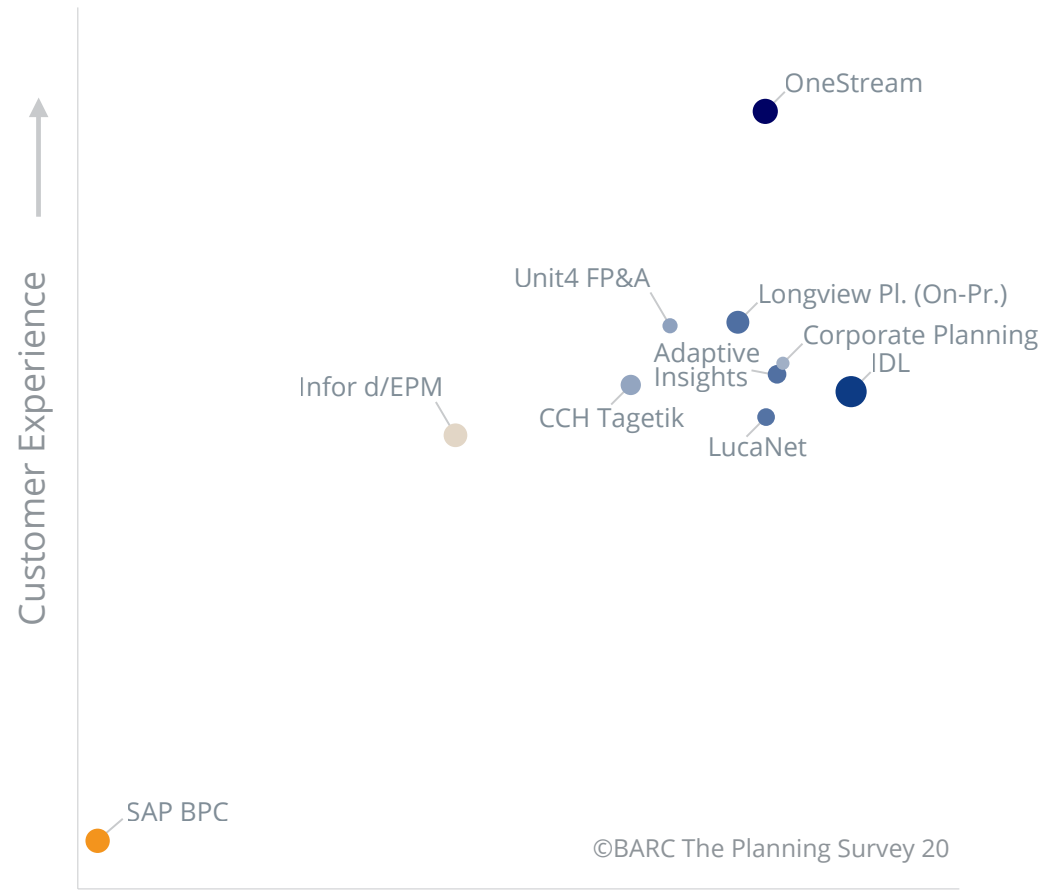
-  **1.** Top-ranked in
  - Project success
  - Price-to-value
  - Recommendation
  - Vendor support
  - Implementer support
  - Product satisfaction
  - Customer satisfaction
  - Data integration
  - Planning content
  - Planning functionality
  - Workflow
  - Forecasting
  - Simulation
  - Legal consolidation
  - Functionality
  - Self-service
  - Ease of use
  - Sales experience
  - Performance satisfaction
  - Customer experience
-  **Leader in**
  - Business benefits
  - Business value
  - Predefined data connectivity
  - Driver-based planning
  - Reporting/analysis
  - Flexibility
  - Competitive win rate
  - Competitiveness

 | **BARC Summary**

With 38 top ranks and 15 leading positions in its two peer groups, OneStream XF once again achieves an outstanding set of results in this year's Planning Survey. Convincing ratings in the majority of its KPIs reinforce its position as a fast-growing and effective CPM vendor. Organizations can benefit from using OneStream XF to unify planning with reporting/analysis, for more precise/detailed planning, for analytics, and to increase transparency and reduce complexity – all in a single solution. Overall, these benefits lead to a better quality of planning results for many customers. An overwhelming 97 percent of OneStream XF users say they would definitely recommend their planning product to other organizations. This result is a great indicator of customer satisfaction with the vendor and its product. OneStream Software offers a comprehensive financial consolidation and planning platform with built-in financial data quality functionality that focuses on supporting the full range of financial performance management, which customers appear to be very satisfied with.



# The Planning Survey 20 User Review Matrix - Peer Group: Financial Performance Management Products

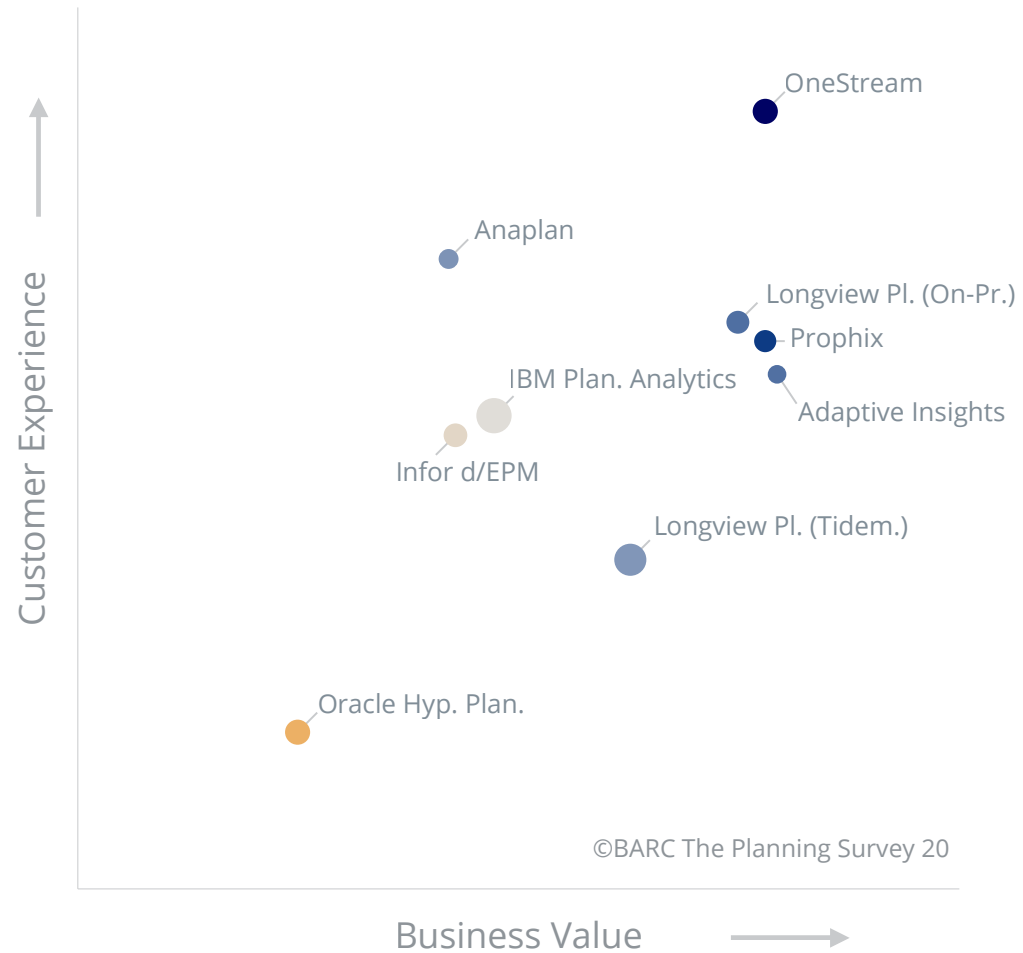


©BARC The Planning Survey 20

- Highest Competitiveness
- Lowest Competitiveness
- Highest Customer Satisfaction
- Lowest Customer Satisfaction



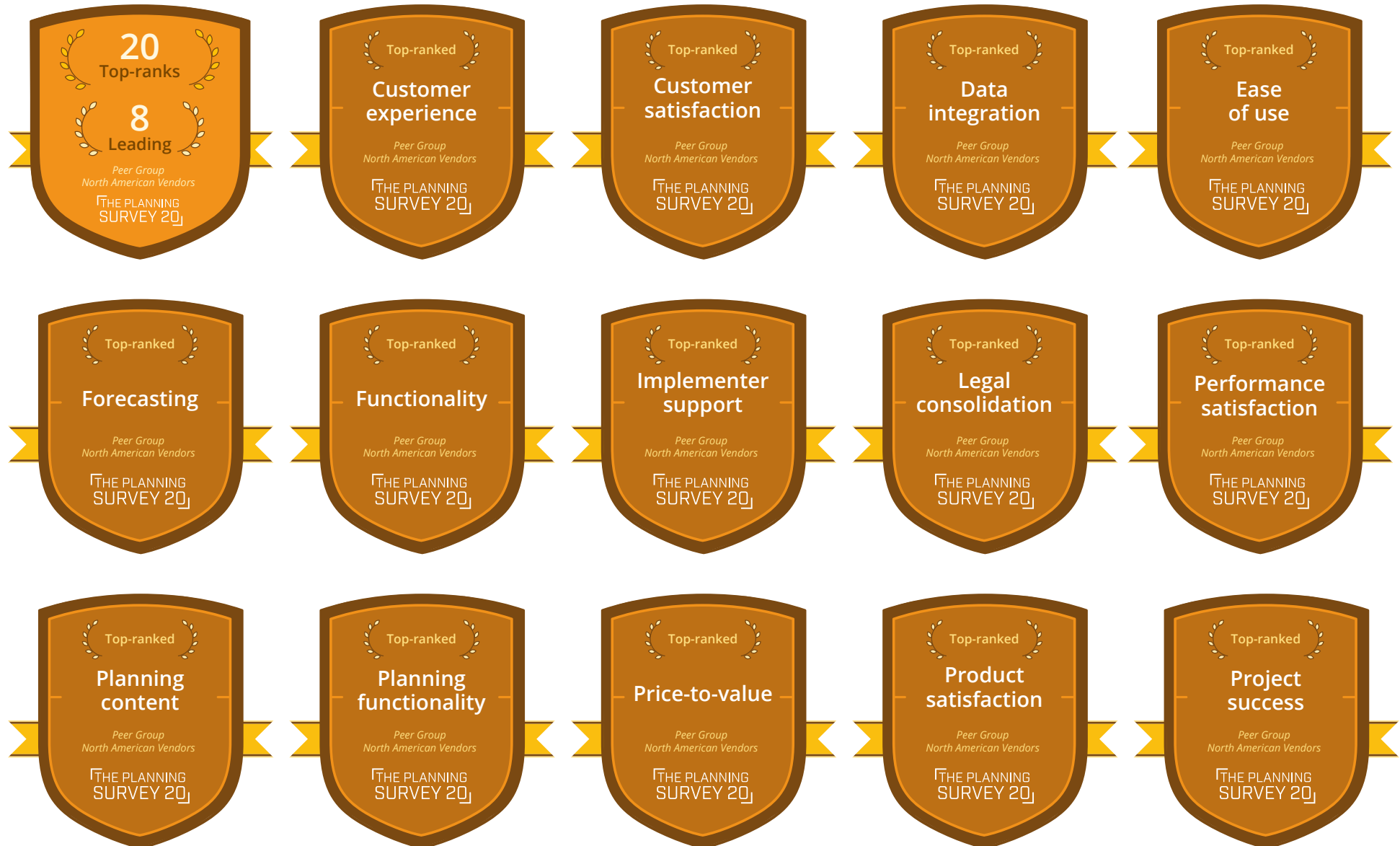
# The Planning Survey 20 User Review Matrix - Peer group: North American Vendors



- Highest Competitiveness
- Lowest Competitiveness
- Highest Customer Satisfaction
- Lowest Customer Satisfaction

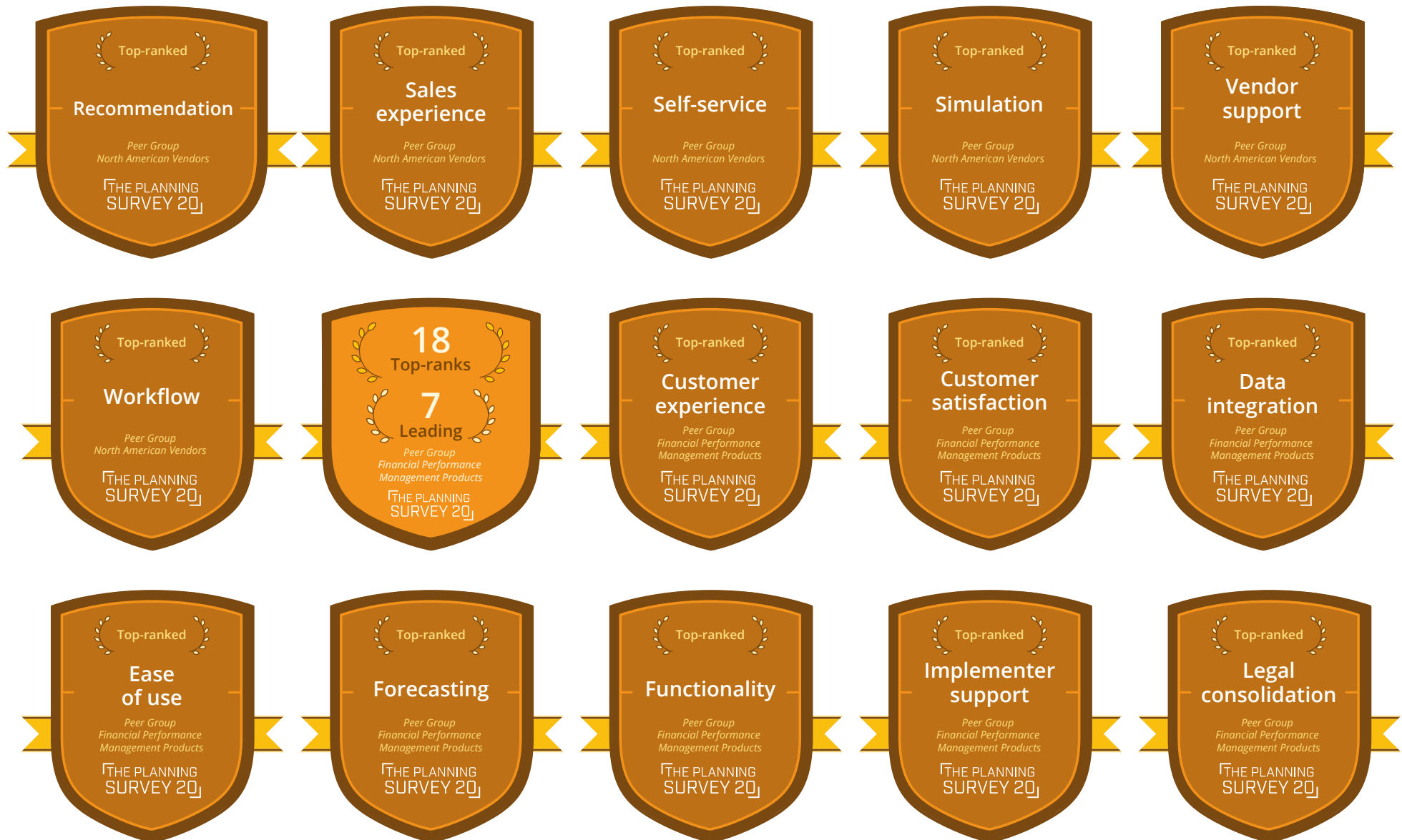


# The Planning Survey 20 OneStream top ranks



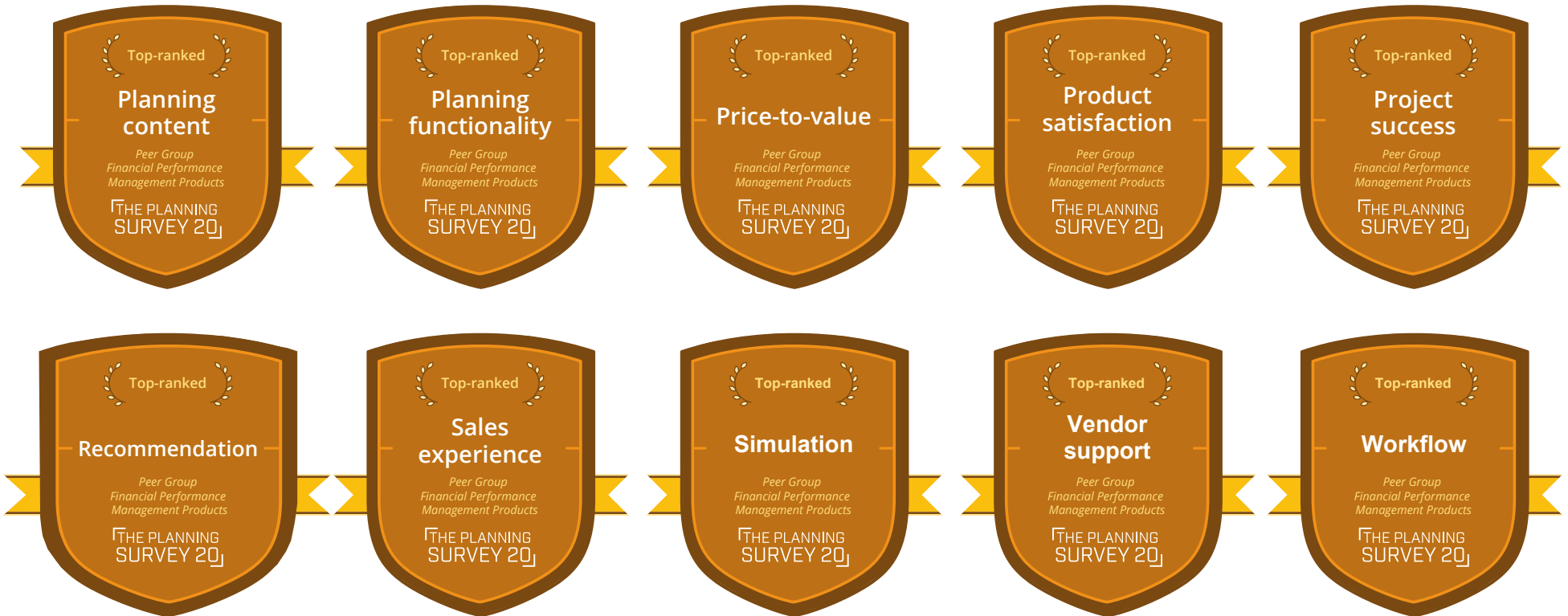


# The Planning Survey 20 OneStream top ranks





# The Planning Survey 20 OneStream top ranks





## Customer Quotes

Great ease of use for all user levels.

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Line of business employee, healthcare,  
100-2,500 employees

Amazing attention to customer. Easy to  
work with. Highly responsive. Innovative  
software. Keeps getting better.

THE PLANNING  
SURVEY 20

Consultant, consulting, >2,500 employees

OneStream is a fantastic, user-friendly tool that has serviced  
both our customers (internal employees) and administrators  
very well. As an admin, there seems to be endless possibilities  
within OneStream that we are eager to continue to learn and  
develop.

THE PLANNING  
SURVEY 20

Person responsible/Project manager for departmental BI,  
industrials, >2,500 employees

OneStream is very powerful and a great  
fit for our organization.

THE PLANNING  
SURVEY 20

Member of a cross-departmental BI team,  
insurance, 100-2,500 employees

We started to use OneStream for financial  
consolidation. Leveraging the platform for planning  
has translated into tremendous value in terms  
of metadata, security, variance analysis and data  
integration synergies.

THE PLANNING  
SURVEY 20

Head of business department, manufacturing, >2,500  
employees





# THE PLANNING SURVEY 20

The Planning Survey 20 is based on findings from the world's largest and most comprehensive survey of planning software users, conducted from November 2019 to February 2020. In total, 1,406 people responded to the survey with 1,211 answering a series of detailed questions about their use of a named product. Altogether, 23 products (or groups of products) are analyzed in detail.

The Planning Survey 20 examines user feedback on planning product selection and usage across 30 criteria (KPIs) including business benefits, project success, business value, recommendation, customer satisfaction, customer experience, planning functionality and competitiveness.

This document contains just a selection of the headline findings for **OneStream**. 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](#).

## OneStream overview

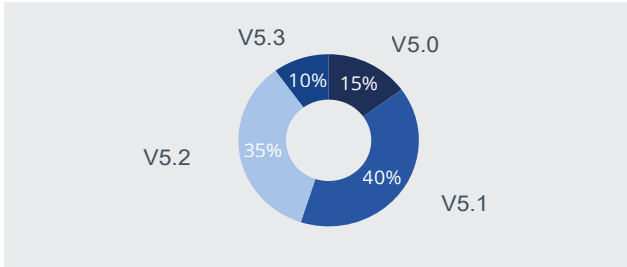
OneStream Software is an independent US-based CPM software company. Currently the vendor has ten offices in the US and Europe with more than 500 employees globally. In 2019, OneStream received significant external investment from KKR, funded through a combination of KKR's private and growth equity funds.

OneStream's CPM platform was first released in 2011 and unifies financial consolidation, reporting, planning, budgeting, analysis and data quality in one single application. The product is available for deployment in the cloud (Microsoft Azure) or on-premises. The vision behind OneStream XF was to create a single platform which allows for a unified approach to support all the various CPM processes and information streams in organizations. Furthermore, the OneStream XF MarketPlace provides more than 50 productivity and business solutions that allow customers to extend the platform with additional capabilities, such as Predictive Analytics 123, which offers out-of-the box predictive analytics functionality for business and financial planning and modeling. All OneStream-developed XF MarketPlace solutions are fully supported and available free of charge to active customers.

OneStream targets mostly finance and business users in mid-sized and large global organizations across all industries. According to the vendor, more than 500 customers currently use

### Versions used

n=31



### OneStream XF.

OneStream XF is a financial consolidation and planning platform with built-in financial data quality functionality that focuses on supporting the full range of financial performance management. The product provides a proprietary in-memory financial analytic engine, relational data engine and column store engine with built-in financial intelligence that uses Microsoft SQL Server as a data store. Company-wide consolidated financial results, statements and plans (balance sheet, P&L, cash flow, operational plans) at subsidiary or group level can be created using ten predefined and eight user-defined dimensions. Each of the eight additional dimensions can be utilized in multiple ways across the chart of accounts. In addition, OneStream invented Extensible Dimensionality®, which provides the ability to extend the account and other dimension structures to support both corporate and line-of-business financial and operational planning and reporting in one application. User-defined dimensions can be either financial or operational for building free-form operational planning models. OneStream also provides fully supported operational planning solutions in its XF MarketPlace. For individual, flexible (ad hoc) reporting and analysis, OneStream includes a spreadsheet interface or Excel add-in. In 2019, OneStream introduced Analytic Blend, including a new relational column store engine that blends together detailed operational data with financial data. Financial analytics, detailed operational analysis or a "blended" view of both can be presented within the same dashboard.

### OneStream customer responses

This year we had 31 responses from OneStream users. At the time of the survey, 40 percent of them were using version 5.1, 35 percent version 5.2, 15 percent version 5.0 and 10 percent were using version 5.3.



## User and Use Case Demographics

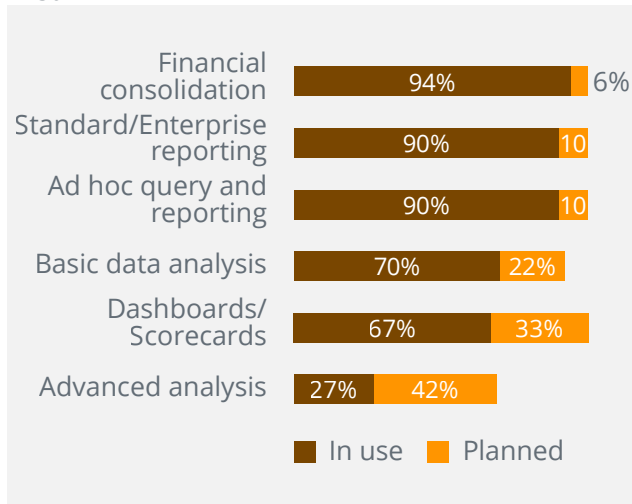
### BARC Comment

Besides planning, customers mainly use OneStream XF for financial consolidation (94 percent), standard/enterprise reporting (90 percent) and ad hoc query and reporting (90 percent). 42 percent of respondents plan to use it for advanced analysis in the future.

OneStream XF targets mid-sized to large organizations across all industries. 58 percent of our sample of OneStream XF customers come from large companies (more than 2,500 employees) with a median of 130 users (including 85 using planning functionality), but the mean of 711 users (522 for planning) indicates there are also several larger implementations. 70 percent of OneStream XF users are planning users – slightly above the survey average of 65 percent – reflecting the fact that OneStream XF is essentially an integrated CPM platform that unifies financial consolidation, planning, budgeting, reporting, analysis and data quality in one single application.

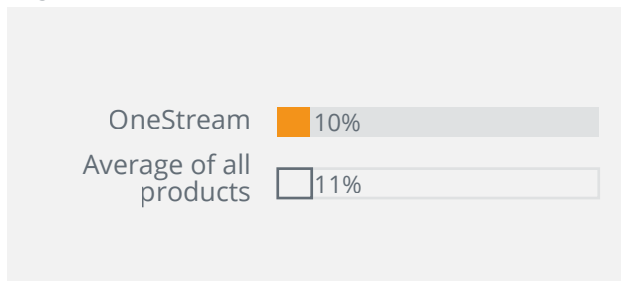
### Current vs. planned use (besides planning)

n=30



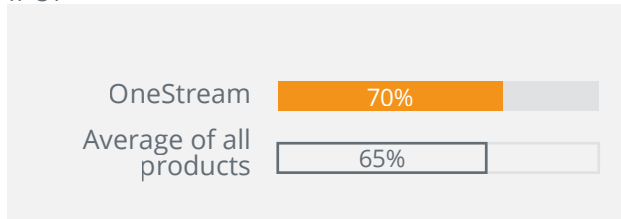
### Percentage of employees using OneStream

n=31



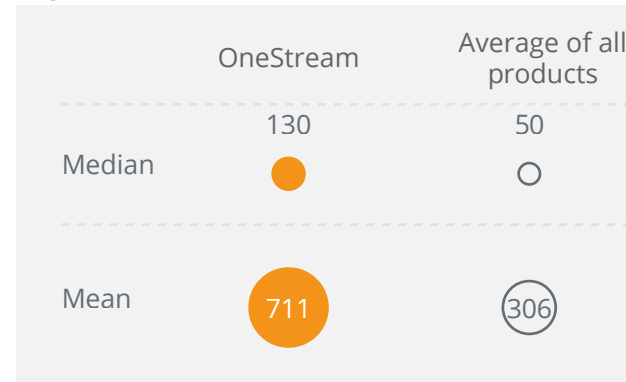
### Planning users (as a percentage of all users)

n=31



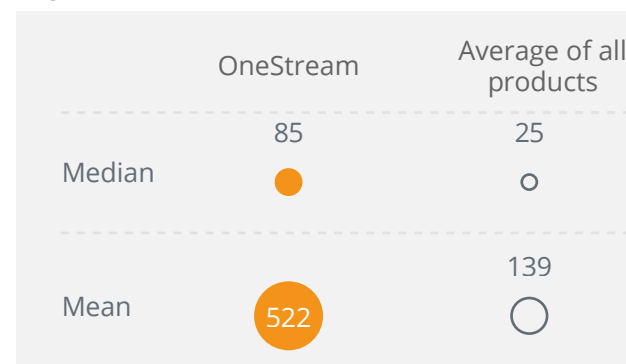
### Total number of users per company

n=31



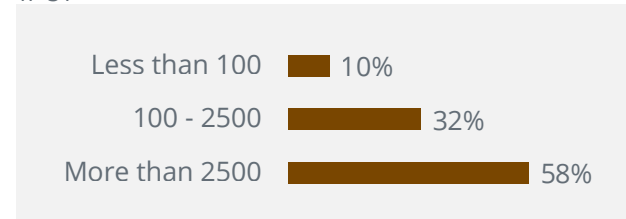
### Planning users per company

n=31



### Company size (employees)

n=31





## Peer Groups and KPIs

### The KPIs

The Planning Survey 20 provides the reader with well-designed KPI dashboards packed with concise information, which can be absorbed at a glance. The KPIs all follow these simple rules:

- Only measures that have a clear good/bad trend are used as the basis for KPIs.
- KPIs may be based on one or more measures from The Planning Survey.
- Only products with samples of at least 15 - 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 chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 25-35% of products listed in the chart.

### Peer Group Classification

The Planning Survey 20 features a range of different types of planning, budgeting and forecasting products so we use peer groups to help identify competing products. The peer groups have been defined by BARC analysts using their experience and judgment, with segmentation based on the following key factors:

1. Category of planning product – Is the product focused on flexibly implementing completely individual planning requirements, on predefined planning solutions for particular topics or industries, or on supporting financial corporate management within companies?
2. Specialization – Is the vendor a performance management/planning specialist or does it offer a broader portfolio of enterprise software for a variety of business requirements?
3. Geographical reach – Geographical reach – Does the vendor have a truly global reach or does it do the vast majority of its business in a particular region?
4. Focus – Is the product focused on planning and performance management only or also on business intelligence?

OneStream features in the following peer groups:

- Financial Performance Management Products
- North American Vendors

### Peer Groups Overview

***Flexible Planning Platforms:*** Flexible planning platforms are most suitable for developing and implementing bespoke planning solutions to meet a unique set of requirements. They usually offer limited predefined content.

***Solution-focused Planning Products:*** Solution-focused planning products are usually based on, or supplemented by, predefined planning solutions designed for particular applications (e.g., integrated financial planning, HR) or industries (e.g., energy, manufacturing).

***Financial Performance Management Products:*** Financial performance management products are standardized applications that support use cases such as financial planning (P&L, balance sheet, cash flow), consolidation and financial reporting.

***Enterprise Software Vendors:*** Enterprise software vendors have a broad portfolio including most (or all) types of business software.

***Global Vendors:*** Global vendors have a truly global sales and marketing reach. They are present worldwide, and their products are used all around the world.

***European Vendors:*** European vendors are headquartered in Europe and do the majority of their business there.

***BI-focused Products:*** Besides planning and performance management, BI-focused products target use cases such as standard reporting, ad hoc reporting, analysis, advanced analytics and dashboarding.

***North American Vendors:*** North American vendors are headquartered in North America and do the majority of their business there.

# Project success

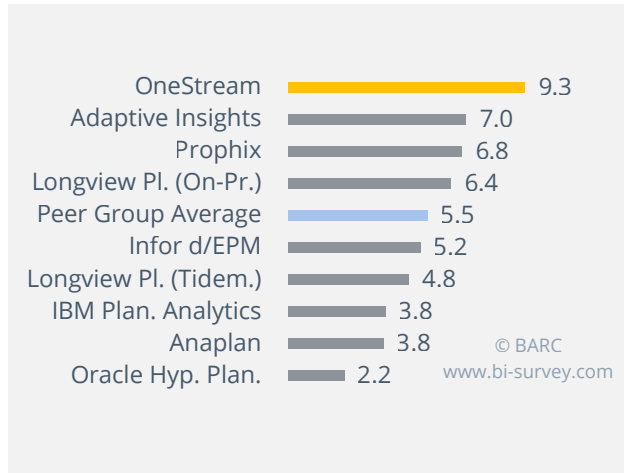


This KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.

## Project success – Top-ranked

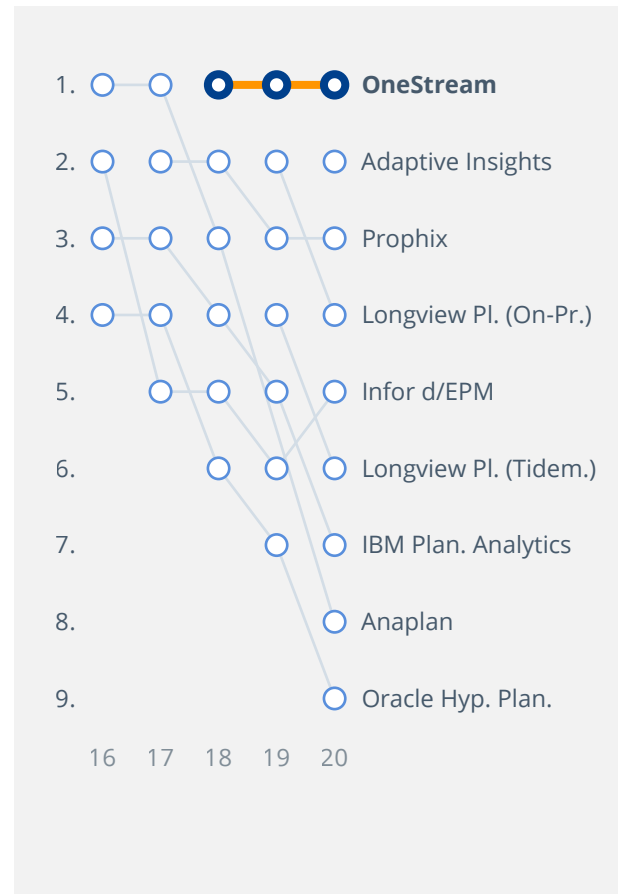


Peer Group: North American Vendors



## Consistently top-ranked in project success

Peer Group: North American Vendors



## Project success

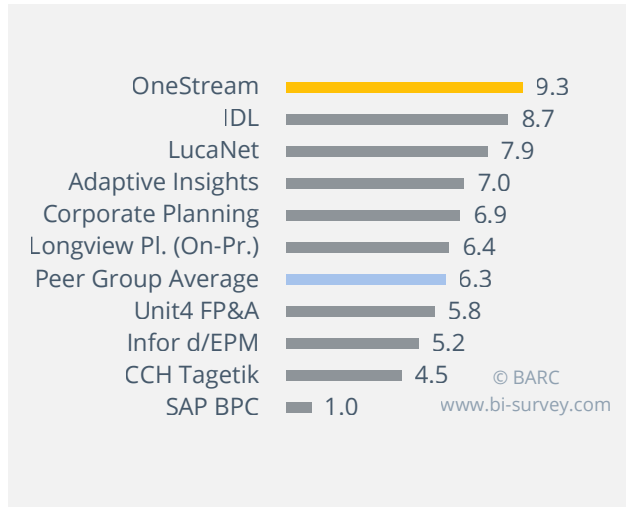


According to customers, projects with OneStream XF are often successful. OneStream XF's typical target group – finance and business users in mid-sized and large global organizations across all industries – are very satisfied with their projects, implemented by either OneStream Software itself or by one of its partners. The level of implementation satisfaction and the frequency of projects completed on time and on budget with the product are high. Project goals defined at the outset are often reached. For the third year in a row now, OneStream XF has been consistently top-ranked in 'Project success' in the 'Financial Performance Management Products' and 'North American Vendors' peer groups. Successfully implemented projects that generate real business benefits for companies are key to achieving OneStream's mission statement "Every customer must be a reference and success".

## Project success – Top-ranked

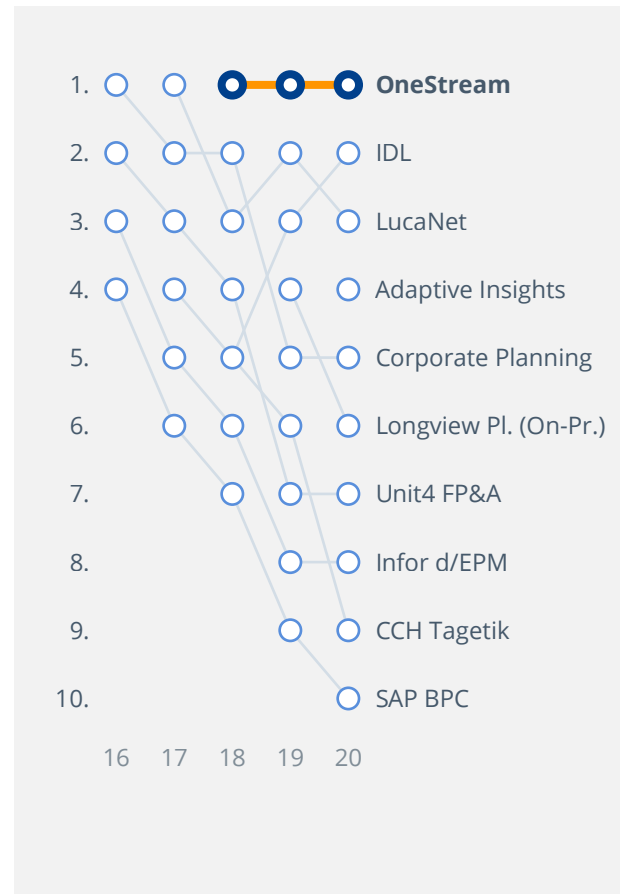


Peer Group: Financial Performance Management Products

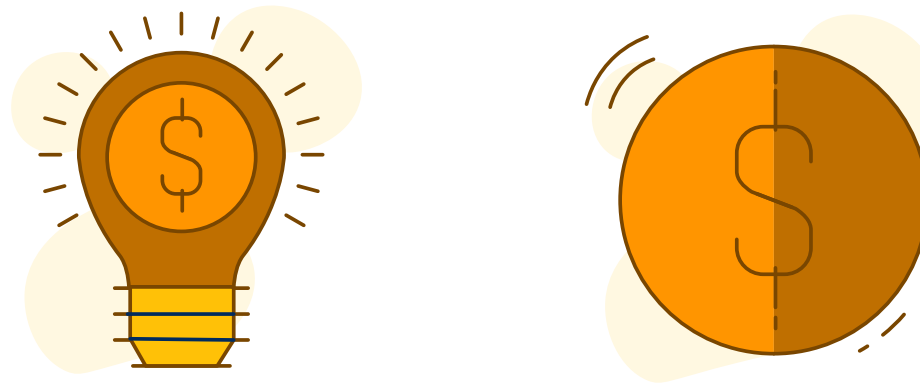


## Consistently top-ranked in project success

Peer Group: Financial Performance Management Products



# Business benefits & Business value



The 'Business benefits' KPI is based on the achievement level of a variety of business benefits.

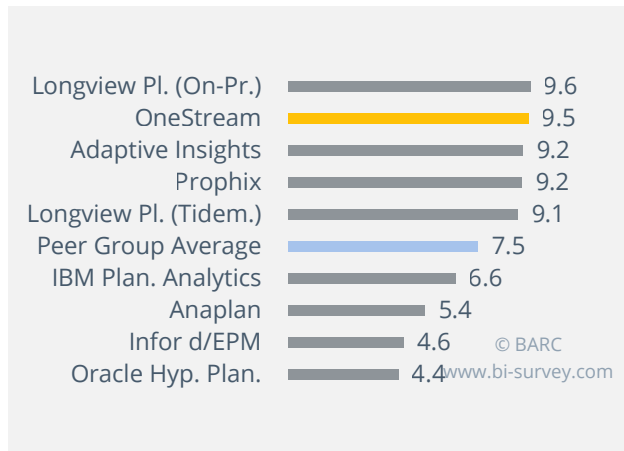
The 'Business value' KPI combines the 'Business benefits', 'Project success' and 'Project length' KPIs.



## Business benefits – Leader



Peer Group: North American Vendors



BARC

Viewpoint

Business benefits



'Business benefits' measures the achievement level of a variety of business benefits through the use of a planning product. This year's Planning Survey results show that many customers have been able to achieve benefits from using OneStream's integrated CPM platform that unifies financial consolidation, planning, budgeting, reporting, analysis and data quality in one single application. Business benefits such as improved integration of planning with reporting/analysis, more precise/detailed planning, increased transparency of planning and reduced planning complexity are achieved by an above-average proportion of OneStream XF users. Overall, these benefits lead for many customers to a better quality of planning results. Furthermore, business benefits such as improved employee satisfaction and reduced costs are achieved far more frequently compared to other planning products. This may be particularly true for many former Oracle Hyperion customers – OneStream's main target group – who have converted to OneStream XF. This year, OneStream XF is among the leaders for 'Business benefits' in the 'North American Vendors' peer group.



## Business value



BARC

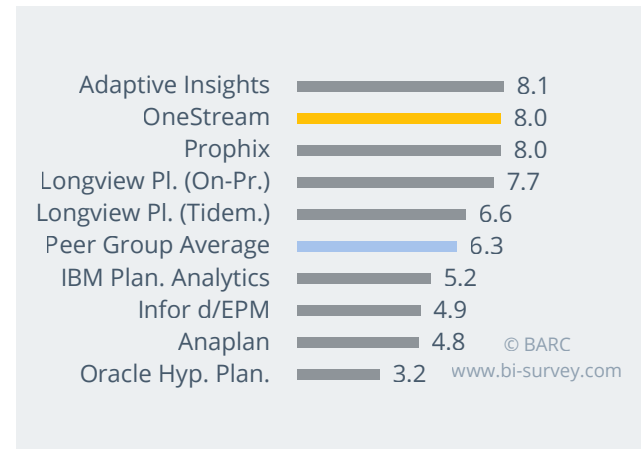
Viewpoint

## Business value – Leader

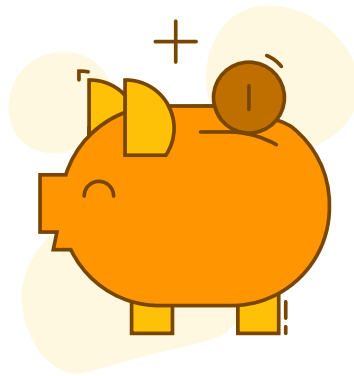


Peer Group: North American Vendors

'Business value' aggregates the 'Business benefits', 'Project success' and 'Project length' KPIs. Many companies say they benefit from using OneStream XF and its unified CPM platform for financial consolidation, planning, budgeting, reporting, analysis and data quality. Business benefits such as improved integration of planning with reporting/analysis, more precise/detailed planning, increased transparency of planning and reduced planning complexity are achieved by an above-average proportion of OneStream XF users compared to other planning products. Overall, these benefits lead for many customers to a better quality of planning results. Furthermore, projects with OneStream XF are often successful. The level of implementation satisfaction and the frequency of projects completed on time and on budget with the product are high. Project goals defined at the outset are often reached. However, the average time taken to implement OneStream XF is well above the survey average for all products, which may reflect the size and complexity of companies OneStream typically works with. Overall, OneStream XF is one of the leaders for 'Business value' in the 'North American Vendors' peer group.



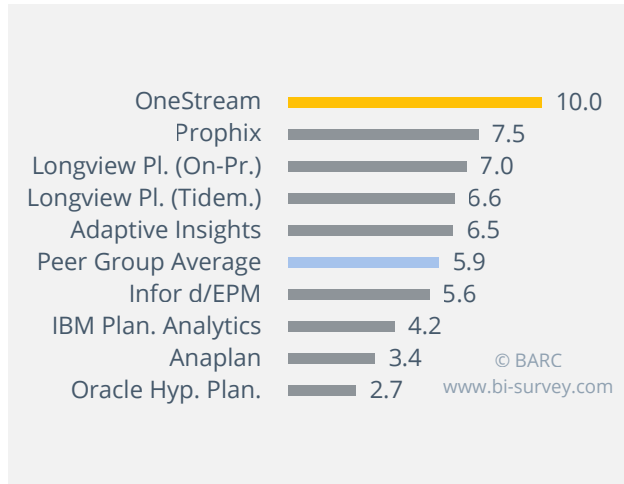
# Price-to-value



This KPI is based on how users rate their BI tool in terms of price-to-value.

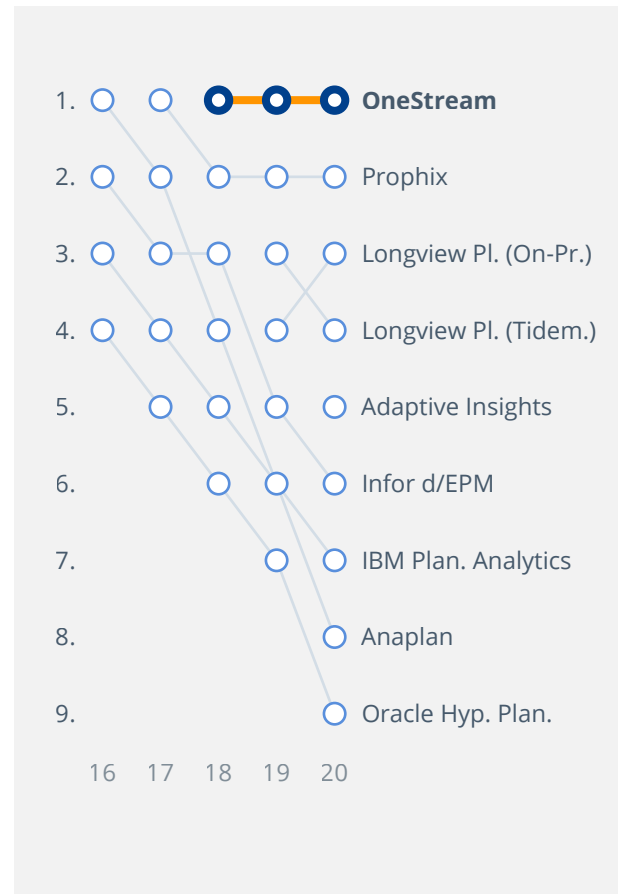
## Price-to-value – Top-ranked

Peer Group: North American Vendors



## Consistently top-ranked in price-to-value

Peer Group: North American Vendors



## Price-to-value

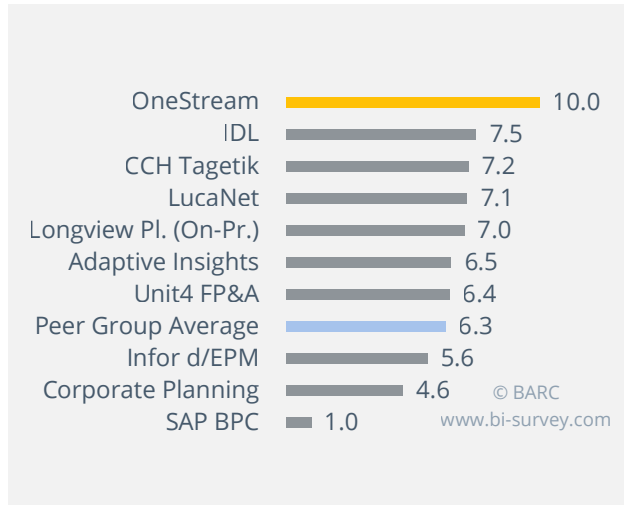


For many companies, the price-to-value ratio is an important reason behind the decision to buy a planning product. Compared to its competitors in the 'Financial Performance Management Products' and 'North American Vendors' peer groups, OneStream XF is considered to be attractively priced, offering comprehensive business value at a reasonable price. 'Price-performance ratio' is a prominent reason why customers buy OneStream XF (52 percent). Moreover, 'Reduced costs' are enjoyed with OneStream XF more frequently than with other planning products. When opting for OneStream XF, customers are free to choose whether they run it in the cloud (Microsoft Azure) or on-premises. OneStream XF is licensed using a named user concept. The fee for support and maintenance is set at 20 percent of the net software license fees per year. For cloud subscribers, the fee for support and maintenance is included.

## Price-to-value – Top-ranked

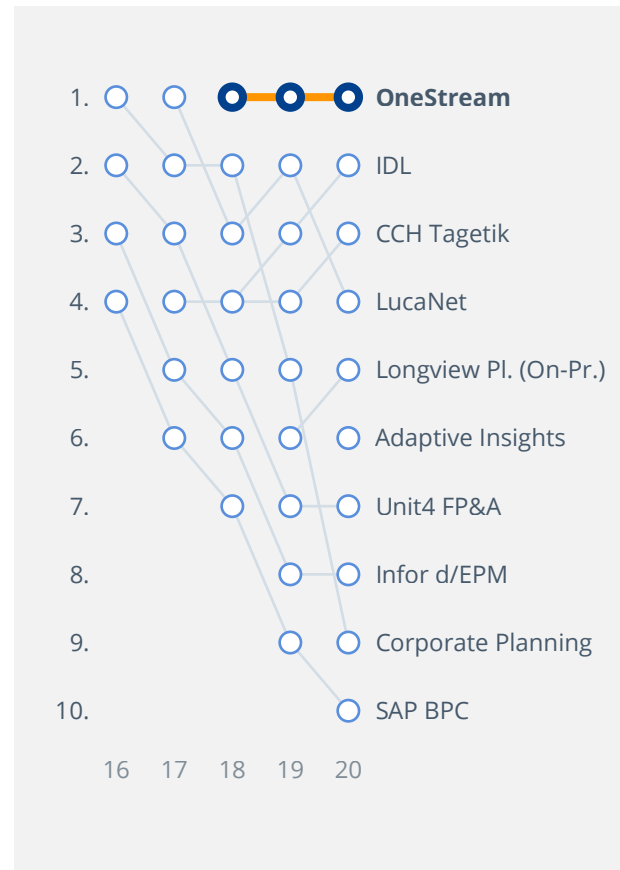


Peer Group: Financial Performance Management Products



## Consistently top-ranked in price-to-value

Peer Group: Financial Performance Management Products



# Recommendation

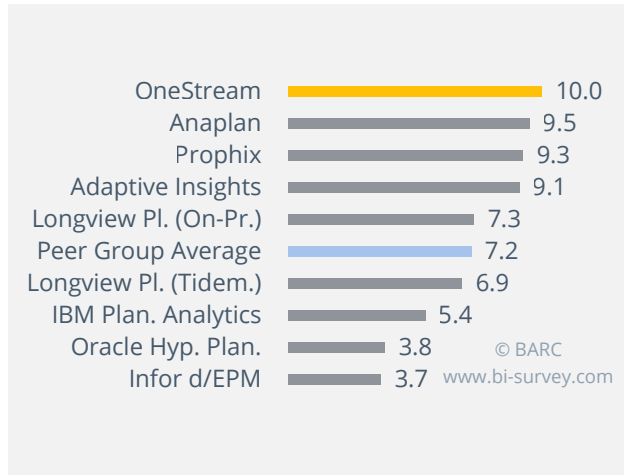


This KPI is based on the proportion of users that say they would recommend the product to others.

## Recommendation – Top-ranked

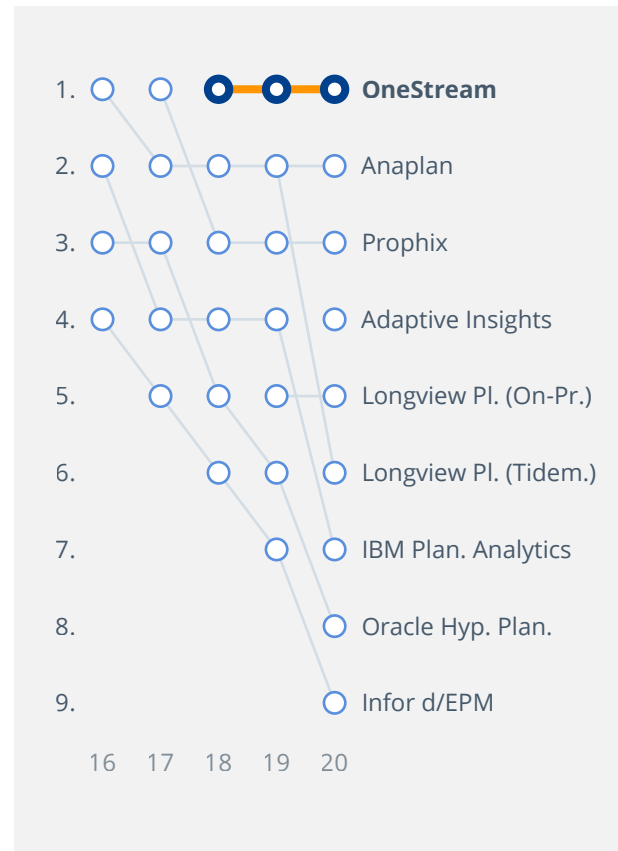


Peer Group: North American Vendors



## Consistently top-ranked in recommendation

Peer Group: North American Vendors



## Recommendation

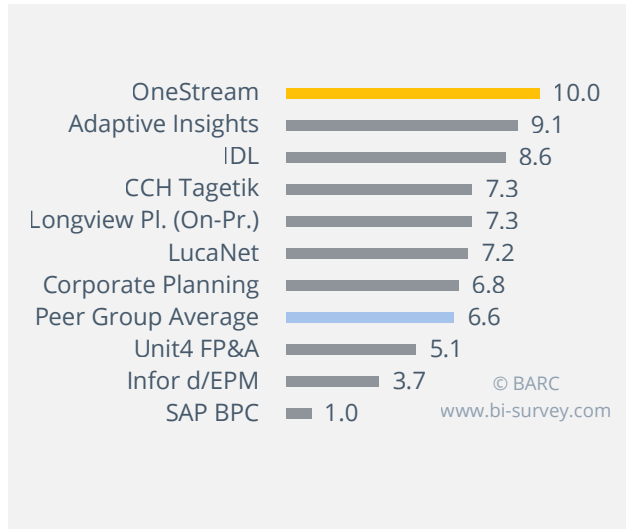


Year after year, the Planning Survey confirms that OneStream has a very satisfied and loyal band of customers. Consequently, OneStream XF has been top-ranked for the last three years in the 'Recommendation' KPI among its rivals in the 'Financial Performance Management Products' and 'North American Vendors' peer groups. Many customers benefit from using OneStream XF and the product creates real business value for companies. An overwhelming 97 percent of OneStream XF users say they would definitely recommend their planning and consolidation platform to other organizations. This suggests that the vendor is able to keep its word with regard to its mission statement: "Every customer must be a reference and success". These results are a great indicator of customer satisfaction with the vendor and its product. 97 percent of respondents are 'somewhat satisfied' or 'very satisfied' with OneStream XF: a major reason behind its recommendation rate.

## Recommendation – Top-ranked

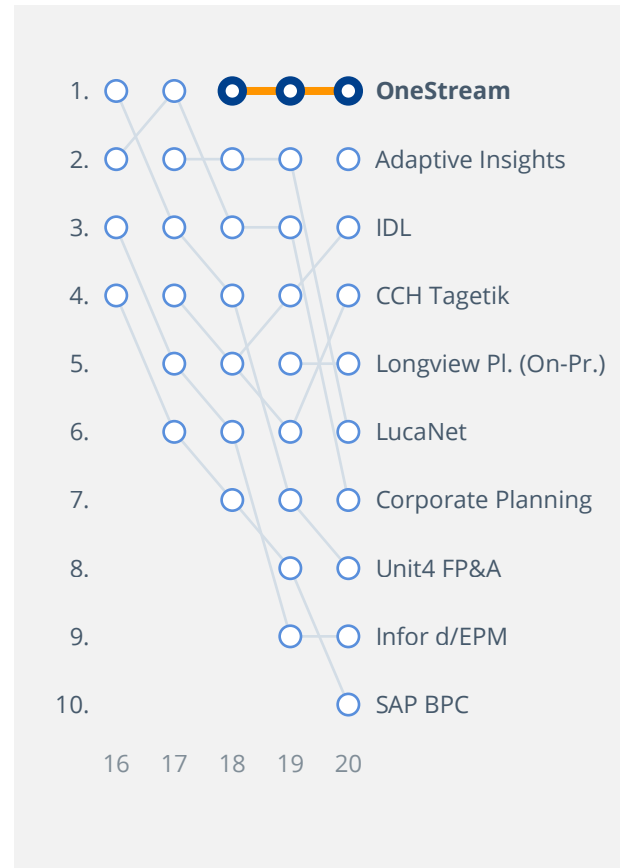


Peer Group: Financial Performance Management Products



## Consistently top-ranked in recommendation

Peer Group: Financial Performance Management Products



# Vendor support



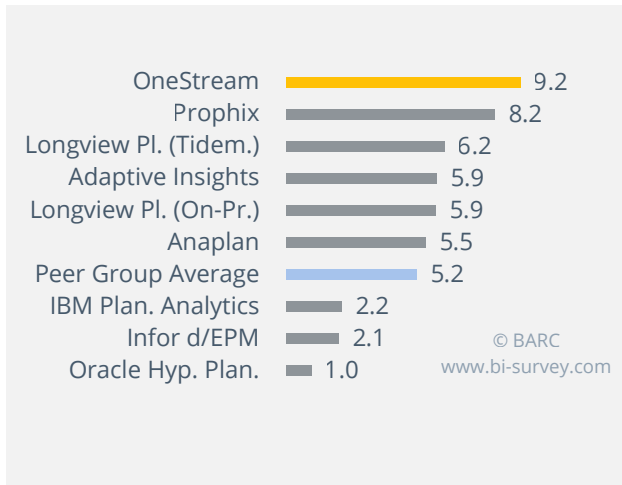
This KPI measures user satisfaction with the level of vendor support provided for the product.



## Vendor support – Top-ranked

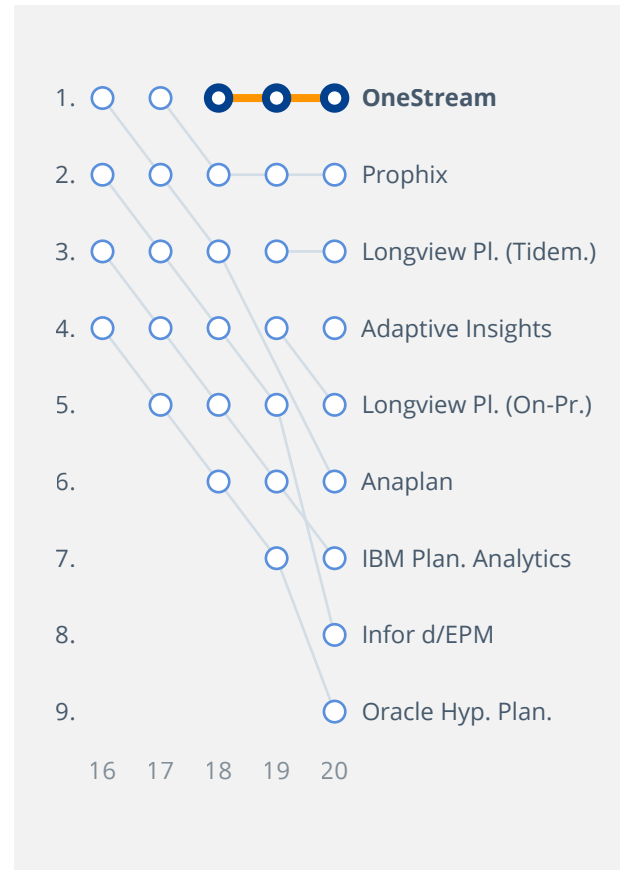


Peer Group: North American Vendors



## Consistently top-ranked in vendor support

Peer Group: North American Vendors



## Vendor support



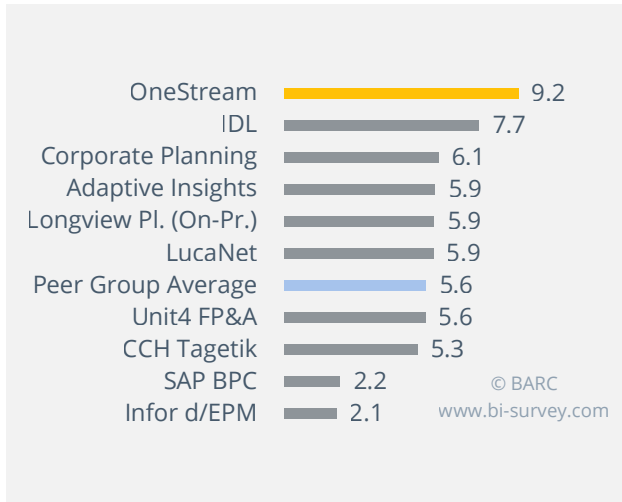
## Viewpoint

Vendor support is an important element in customer relationships for OneStream. Customers are generally very satisfied with the support provided and benefit from the vendor's product knowledge and implementation experience. Consequently, OneStream XF ranks top for 'Vendor support' in both its peer groups for the third year in a row. Customer quotes like "Amazing attention to customer. Highly responsive," confirm the excellent vendor support services. OneStream XF customers can log issues via phone, email or web portal and access issue status information at any time using self-service reports. The support and maintenance fees cover software product upgrades and updates. With more than 500 employees and nine offices worldwide, OneStream is able to support many customers at a local level in their native language with highly trained staff. The vendor listens very carefully to customer needs and requirements, constantly improving its software with this information.

## Vendor support – Top-ranked

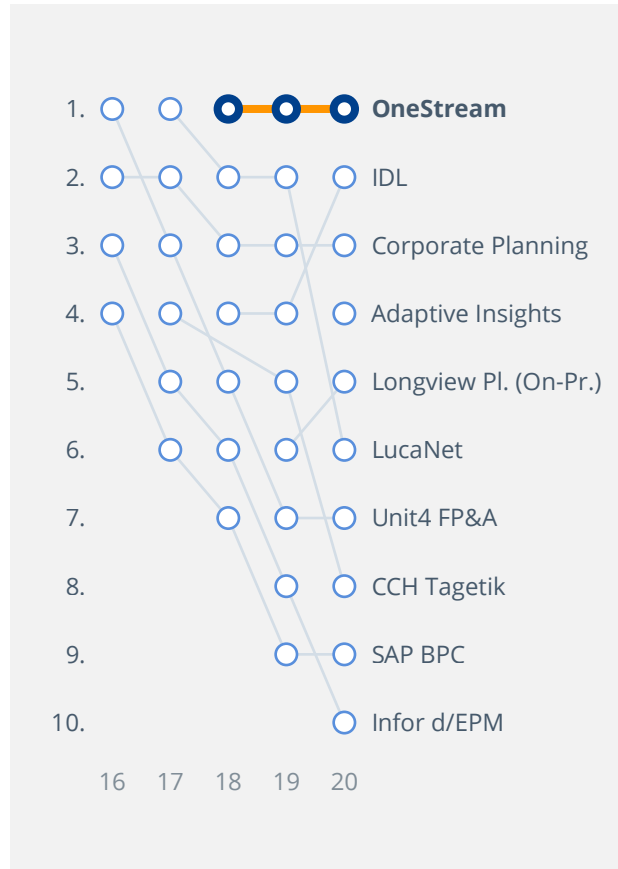


Peer Group: Financial Performance Management Products



## Consistently top-ranked in vendor support

Peer Group: Financial Performance Management Products



# Implementer support

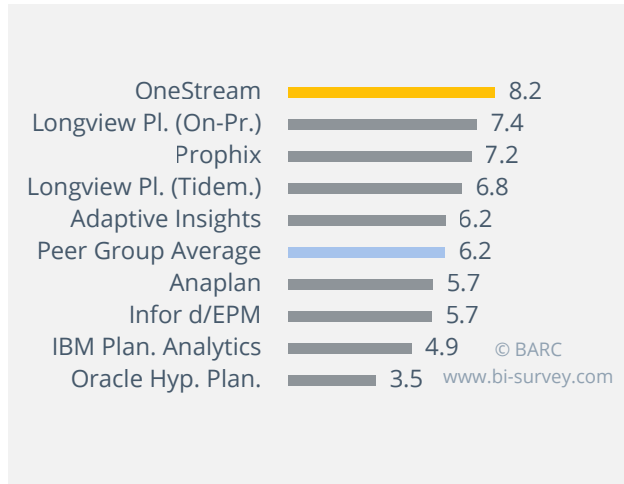


This KPI measures user satisfaction with the level of the implementer's support for the product.

## Implementer support – Top-ranked



Peer Group: North American Vendors



## Consistently top-ranked in implementer support

Peer Group: North American Vendors



## Implementer support

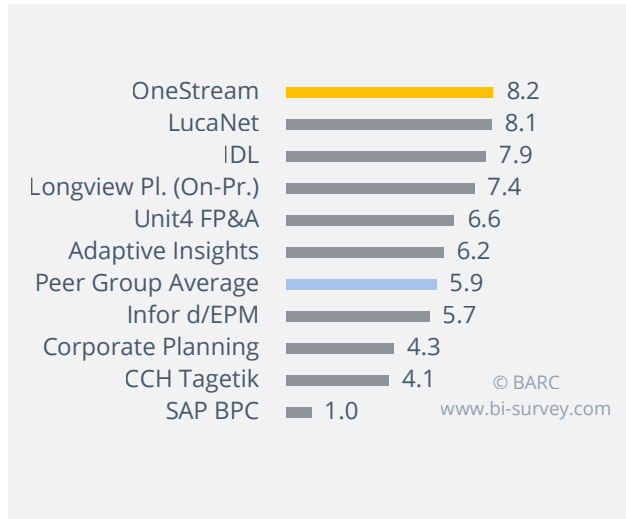


Many customers confirm that projects with OneStream XF are often successful. Implementer support plays a crucial role in successful software implementations. With regards to OneStream XF, the level of implementation satisfaction and the frequency of projects completed on time and on budget are both high. Customers confirm they are largely satisfied with the vendor's support services and implementation support. OneStream and its experienced network of global and local partners are clearly doing a great job on their implementation projects. OneStream ensures the success of its partners with dedicated certification and training. Partners are classified as either Platinum, Gold, Silver or Technology Partners, and they often focus on specific solutions, industries or regions. The vendor understands the importance of its partner network as an extension of its deep domain expertise, to extend its solution delivery. OneStream deservedly achieves the top spot again in both its peer groups.

## Implementer support – Top-ranked

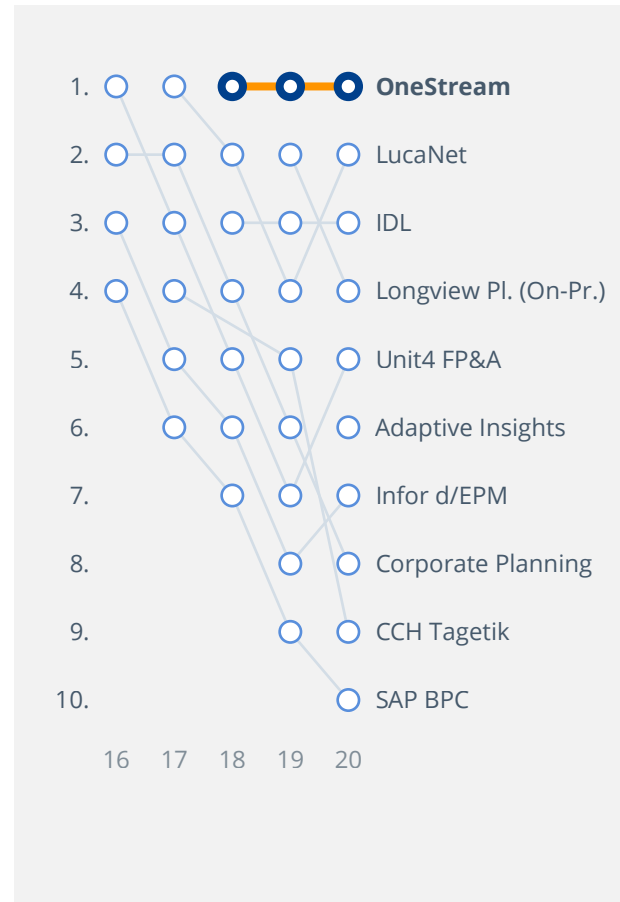


Peer Group: Financial Performance Management Products



## Consistently top-ranked in implementer support

Peer Group: Financial Performance Management Products



# Product satisfaction

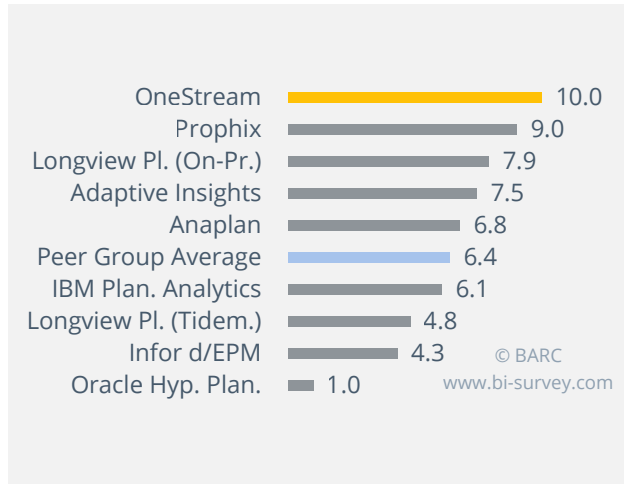


This KPI is based on the frequency of problems encountered with the product.

## Product satisfaction – Top-ranked



Peer Group: North American Vendors



## Consistently top-ranked in product satisfaction

Peer Group: North American Vendors



## Product satisfaction



BARC

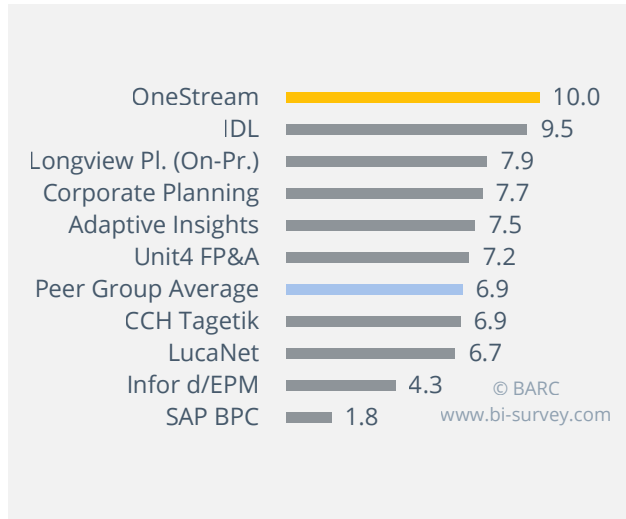
Viewpoint

OneStream XF is an integrated CPM platform and unifies financial consolidation, planning, budgeting, reporting, analysis and data quality in one single application. The vision behind the product was to create a single platform which allows for a unified approach to support all the various CPM processes and information streams in organizations. Furthermore, the OneStream XF MarketPlace provides more than 50 productivity tools and business solutions that allow customers to extend the platform with additional capabilities. All OneStream-developed XF MarketPlace solutions are fully supported and available free of charge to active customers. The product's two top ranks in its peer groups confirm that customers are clearly satisfied with OneStream XF. Financial consolidation and planning functionality is at the core of the product and often a starting point for projects. Customers are free to address various planning approaches and topics on one common platform. Moreover, the more than 50 productivity and business solutions in the OneStream XF MarketPlace offer pre-built content that may help customers to take advantage of proven best practices and speed up their projects, especially in the early stages.

## Product satisfaction – Top-ranked

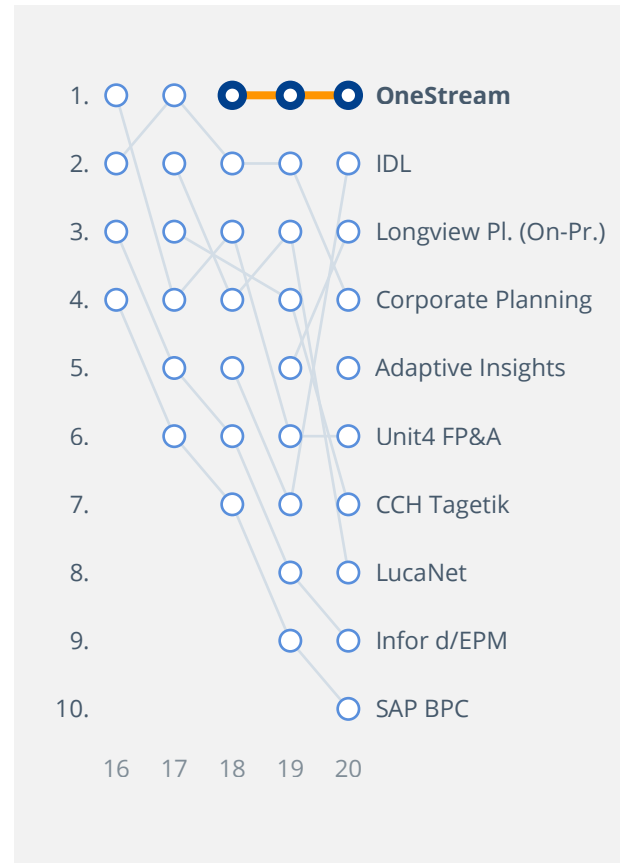


Peer Group: Financial Performance Management Products



## Consistently top-ranked in product satisfaction

Peer Group: Financial Performance Management Products





# Customer satisfaction

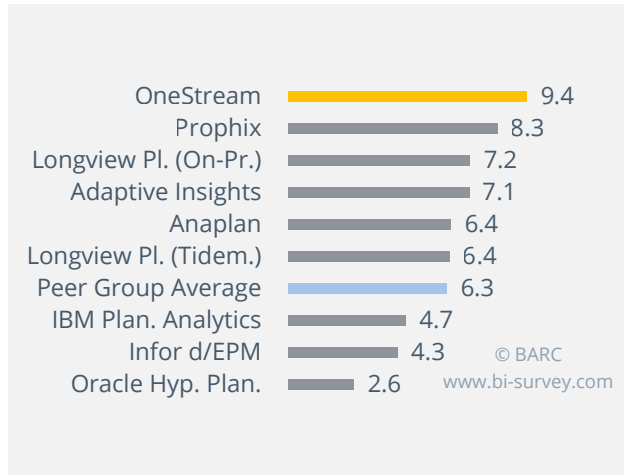


This KPI combines the 'Price-to-value', 'Recommendation', 'Vendor support', 'Implementer support' and 'Product satisfaction' KPIs.

## Customer satisfaction – Top-ranked

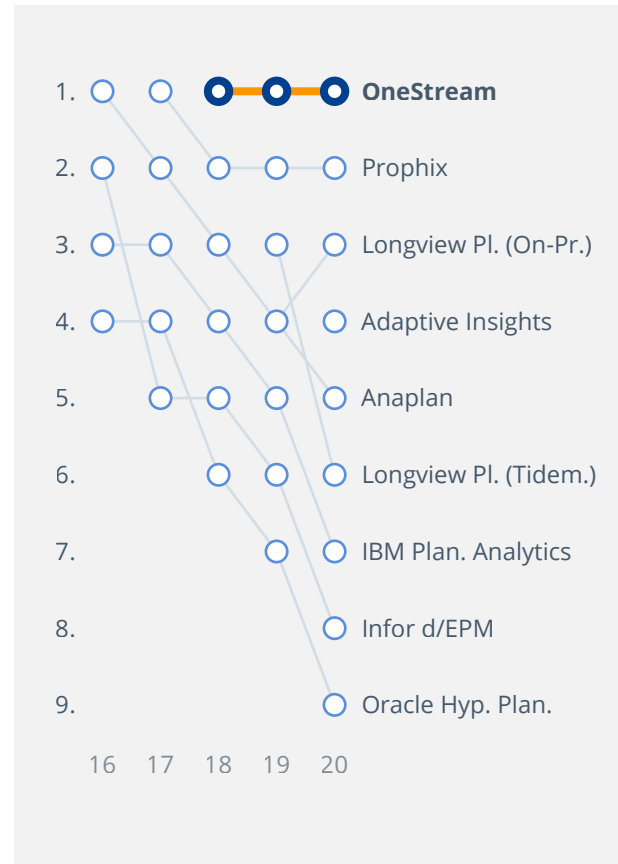


Peer Group: North American Vendors



## Consistently top-ranked in customer satisfaction

Peer Group: North American Vendors



## Customer satisfaction

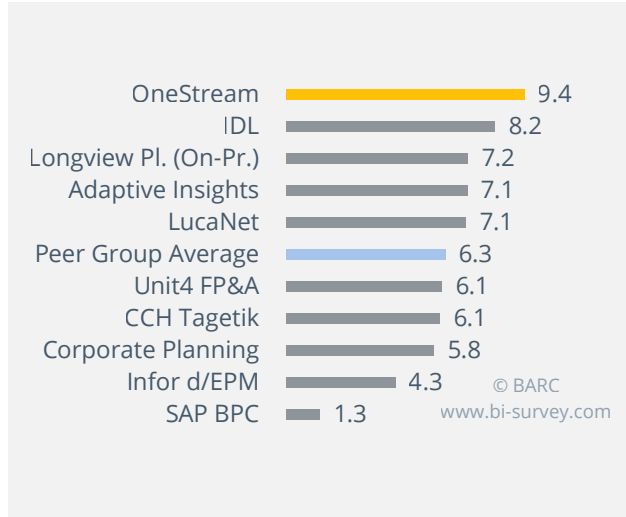


'Customer satisfaction' aggregates the 'Price-to-value', 'Recommendation', 'Vendor support', 'Implementer support' and 'Product satisfaction' KPIs. Excellent results for all of these KPIs comfortably place OneStream XF as a winner for 'Customer satisfaction' in each of its peer groups. The Planning Survey results confirm that OneStream XF is a unified platform for financial consolidation, planning, budgeting, reporting, analysis and data quality, which is attractively priced and offers good value for money to address various CPM use cases. OneStream's mission statement is "Every customer must be a reference and success", so its goal is to reach 100 percent customer success. To achieve this, product reliability and excellent customer support are key. Every interaction with a customer has to be a positive experience. 97 percent of OneStream XF users say they would definitely recommend their planning product to other organizations – a remarkable endorsement by its customers.

## Customer satisfaction – Top-ranked

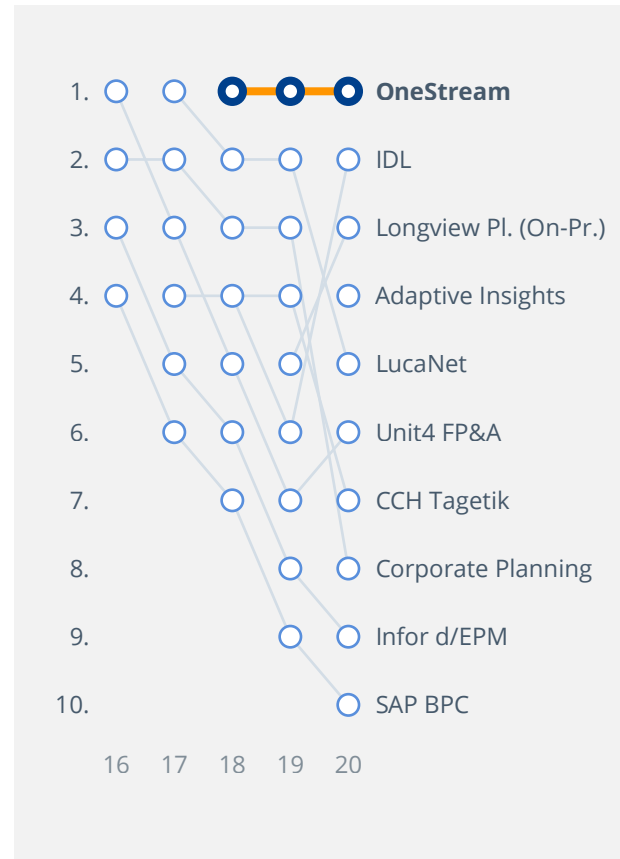


Peer Group: Financial Performance Management Products

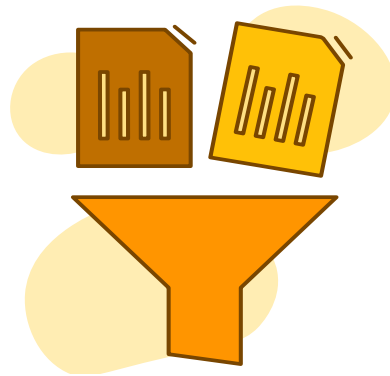


## Consistently top-ranked in customer satisfaction

Peer Group: Financial Performance Management Products



# Data integration

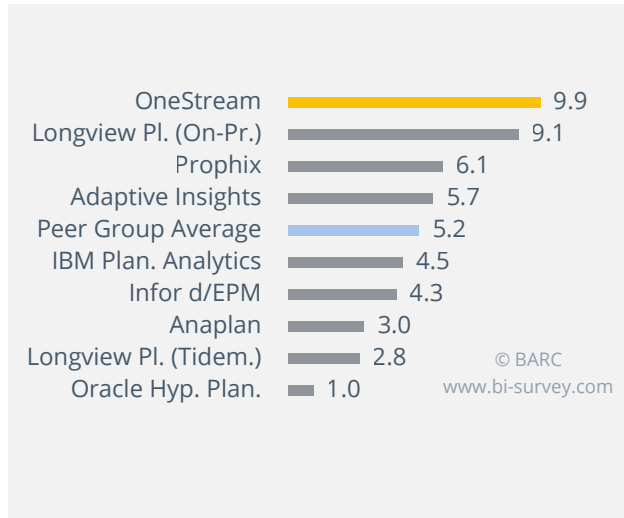


This KPI measures user ratings of the product's data integration functionality.

## Data integration – Top-ranked



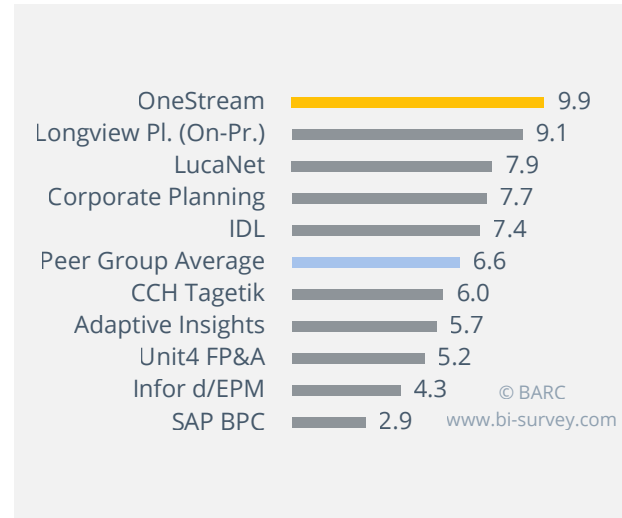
Peer Group: North American Vendors



## Data integration – Top-ranked



Peer Group: Financial Performance Management Products



## Data integration



Continuous integration of data from operational source systems (e.g., ERP) in a defined data model is an important task. This is true when implementing planning products but also a continuous requirement to ensure consistent views on data. OneStream XF comes with its own data integration functionality. Data mapping wizards are available and scripting is not usually required for import operations. Using its flexible load options and data connectors, OneStream XF can handle many different source systems (e.g., ERP). Data quality capabilities provide pre-load and post-load data validation and confirmation to ensure the quality of the data. OneStream XF's out-of-the-box data quality capabilities provide controls to deliver confidence and reliability in the quality of data. This year, OneStream XF is ranked top for 'Data integration' in its two peer groups. This confirms that customers are satisfied with the product's data integration capabilities.

# Predefined data connectivity

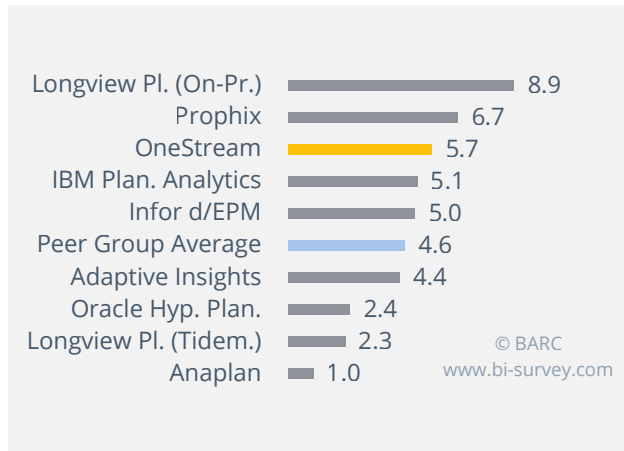


The 'Predefined data connectivity' KPI is based on how often the product was chosen for its predefined data connection to systems in use, and on the frequency of complaints about being unable to access data from source systems.

## Predefined data connectivity – Leader



Peer Group: North American Vendors



BARC

Viewpoint

Predefined data connectivity



Data integration functionality is built into OneStream XF and customers are happy with it. OneStream XF has the ability to integrate data from source systems via APIs or web services and can also load data via flat files and Excel spreadsheets. Data integration is primarily done through the user interface and typically requires no scripting for import operations. Data mapping wizards and data connectors support users when integrating data from operational source systems (e.g., ERP). For SAP data sources such as R/3, ECC, S/4HANA, BW, BW/4HANA and HANA, OneStream XF offers predefined data connectivity. OneStream XF leverages several approaches for direct integration with SAP data sources including the XF Connector for SAP® R/3 and BW (using ERPConnect from Theobald Software), native .NET Http classes (web services) or ODBC Driver for SAP HANA. In this year's Planning Survey, OneStream XF achieves a respectable leading rank for 'Predefined data connectivity' in the 'North American Vendors' peer group.

# Planning content



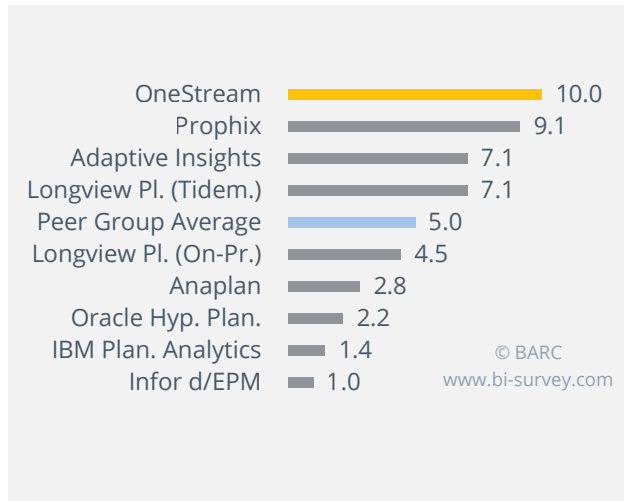
This KPI measures user ratings of the predefined planning content available with the product.



## Planning content – Top-ranked



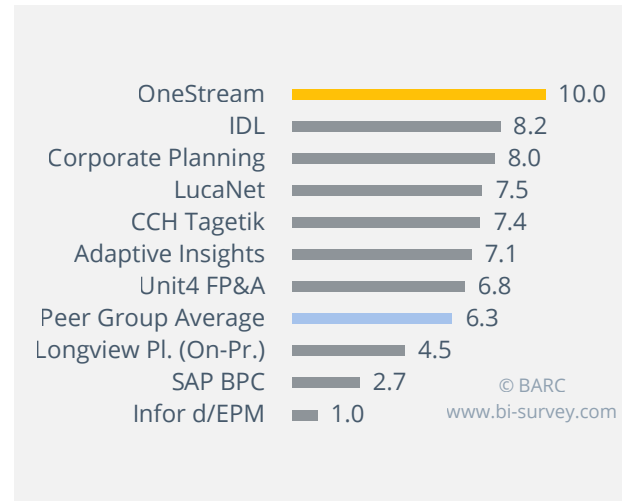
Peer Group: North American Vendors



## Planning content – Top-ranked



Peer Group: Financial Performance Management Products

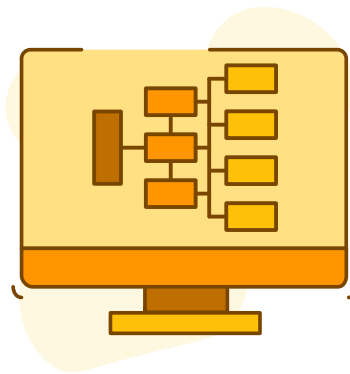


## Planning content



OneStream's CPM platform unifies financial consolidation, planning, budgeting, reporting, analysis and data quality in one single application. The solution has no specific market or industry focus and is used by companies of various sizes and industries. The OneStream XF MarketPlace, however, provides more than 50 productivity and business solutions that allow customers to extend the platform with additional capabilities. An example is OneStream's Predictive Analytics 123 solution, with out-of-the-box predictive analytics functionality for business and financial planning and modeling. Solutions like this can be particularly useful for customers in the early stages of their implementation projects and allow organizations to extend the platform to meet their individual needs. All OneStream-developed XF MarketPlace solutions are fully supported and available free of charge to active customers. Since OneStream XF ranks top in both its peer groups, it is clear that most customers are satisfied with the vendor's predefined solutions and content.

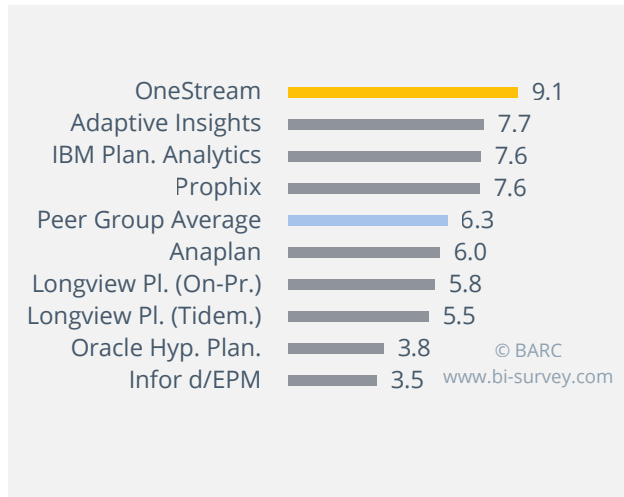
# Planning functionality



This KPI measures user ratings of the product's coverage of planning specific requirements.

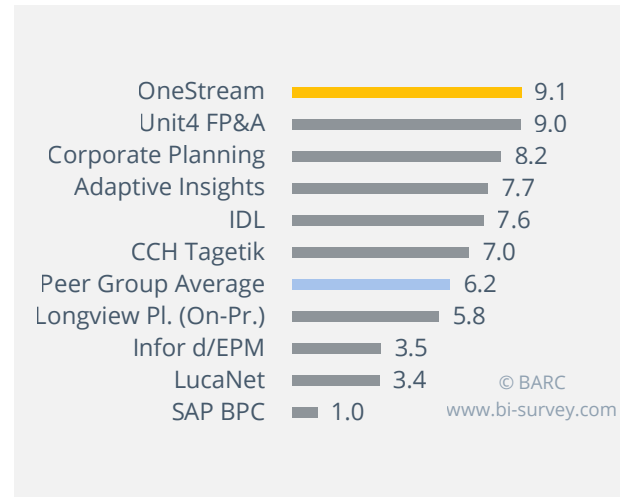
## Planning functionality – Top-ranked

Peer Group: North American Vendors



## Planning functionality – Top-ranked

Peer Group: Financial Performance Management Products

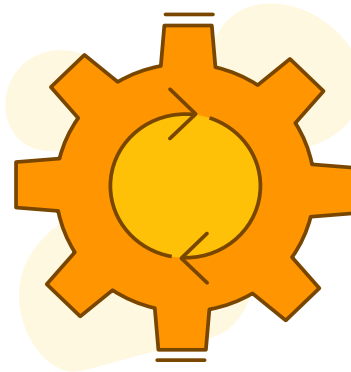


# Planning functionality



Planning, budgeting and forecasting functionality is at the core of OneStream XF's product offering. 'Good coverage of planning specific requirements' is among the main reasons why companies choose OneStream XF (55 percent). The product is a financial consolidation and planning platform with built-in reporting, analysis and financial data quality functionality. OneStream XF provides a proprietary in-memory financial analytic engine, relational data engine and column store engine with built-in financial intelligence. The product is aimed at finance and business users in mid-sized and large global organizations who create applications for centralized top-down planning, decentralized bottom-up planning or a combination of both approaches. Company-wide consolidated financial results statements and plans (balance sheet, P&L, cash flow, operational plans) at subsidiary or group level can be created. Furthermore, OneStream also provides fully supported operational planning solutions in its XF MarketPlace including People Planning, Capital Planning, Sales Planning and Thing Planning (i.e., a flexible structure for planning virtually any topic). In this year's Planning Survey, OneStream XF is a winner for 'Planning functionality' in both of its peer groups.

# Workflow

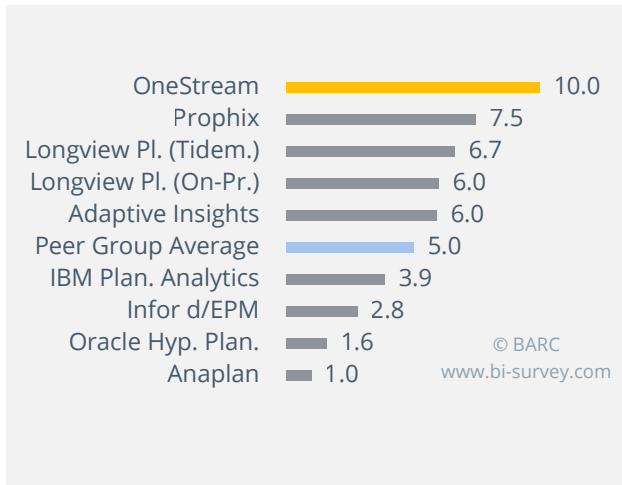


This KPI measures user ratings of the product's workflow functionality.

## Workflow – Top-ranked



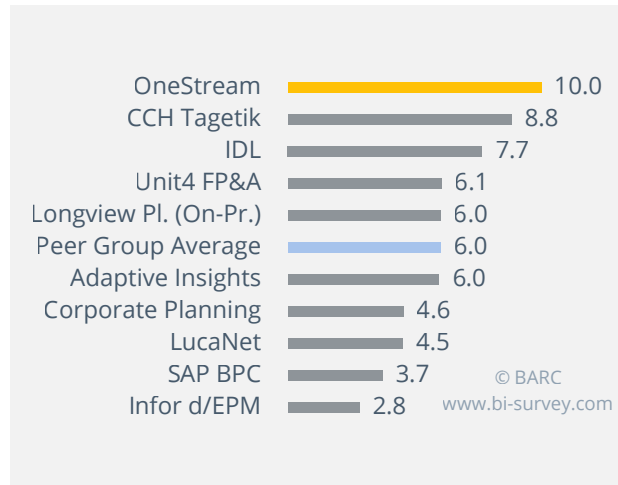
Peer Group: North American Vendors



## Workflow – Top-ranked

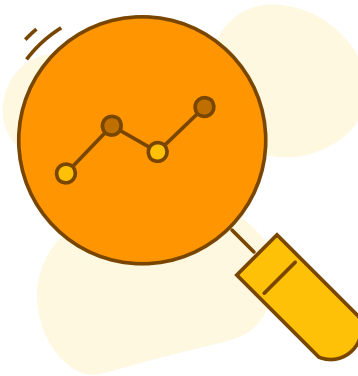


Peer Group: Financial Performance Management Products



Particularly for decentralized bottom-up planning processes with lots of planners involved (e.g., sales or costs), functionality for workflow management can be helpful to control and coordinate consecutive planning activities. OneStream XF offers comprehensive workflow functionality as a core concept including features such as status monitoring, approval processes, time management, task assignment, email notifications, locking and unlocking, etc. Workflows are linked to scenarios, which are based on scenario types with process-specific characteristics. The workflow concept allows for the confirmations, certifications and process control needed for financial close or planning processes. Customers are highly satisfied with OneStream XF's workflow functionality, as shown by its top-rankings in both peer groups.

# Forecasting

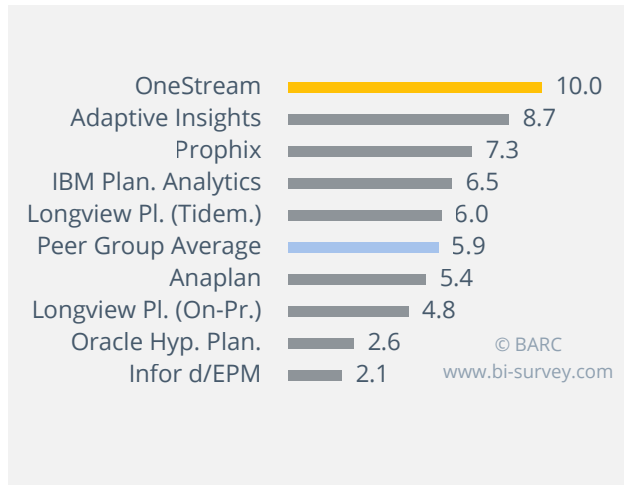


This KPI measures user ratings of the product's forecasting functionality.

## Forecasting – Top-ranked



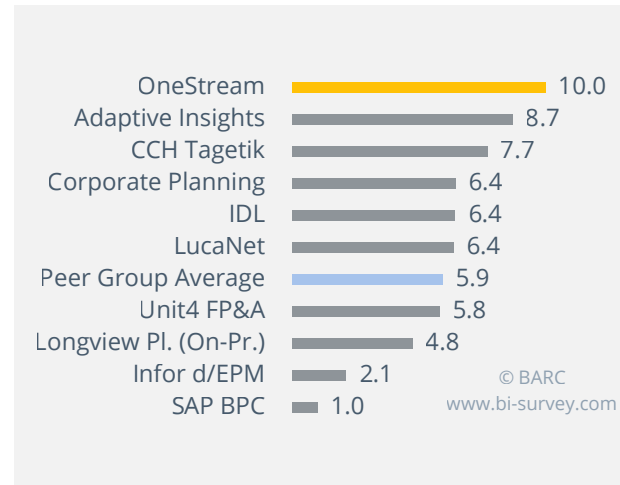
Peer Group: North American Vendors



## Forecasting – Top-ranked



Peer Group: Financial Performance Management Products



OneStream XF is a comprehensive and feature-rich planning, budgeting and forecasting solution and customers are largely satisfied with its planning and forecasting functionality. They can create forecasts of future development based on planned values that have already been created for specific periods and their comparison with actual values. In terms of functionality, seeding options and versioning of budgets are supported within forecasting. Goal-seeking functions are also available. Using OneStream's Predictive Analytics 123 solution, with out-of-the-box predictive analytics functionality for business and financial planning and modeling, customers can leverage predictive and/or machine learning models as a non-biased forecast scenario within planning, budgeting and forecasting. With top ranks in both its peer groups, The Planning Survey proves that OneStream XF customers are satisfied with the product's forecasting functionality.

# Simulation



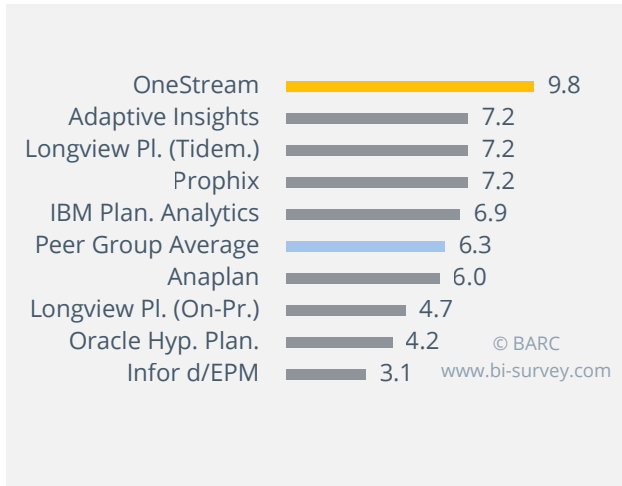
This KPI measures user ratings of the product's simulation functionality.



## Simulation – Top-ranked



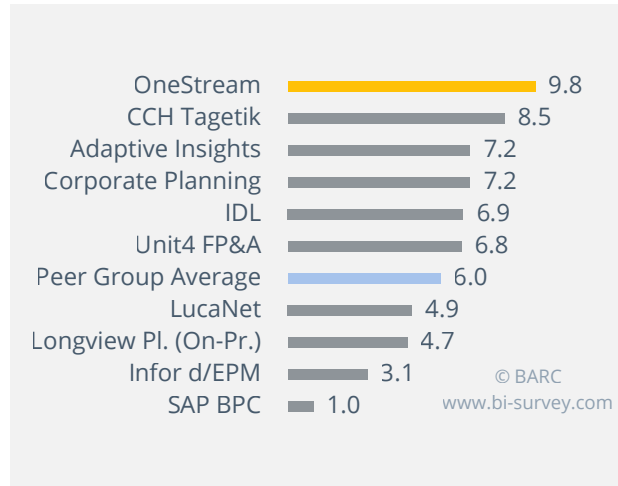
Peer Group: North American Vendors



## Simulation – Top-ranked

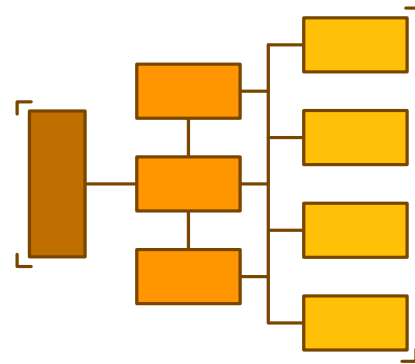


Peer Group: Financial Performance Management Products



OneStream XF offers multiple options to simulate future corporate development. The copying of scenarios is a standard function available to users to play with and model their plans. It is possible to set an unlimited number of scenarios to be available for users. Forecasts can be parameterized for simulation. All necessary functions to create simulation scenarios are accessible using the standard metadata editor (properties of the scenario dimension). There are no specific wizards available, but workflows support simulation processes. OneStream XF ranks top for 'Simulation' in its two peer groups, showing that customers are highly satisfied with the product's simulation and scenario analysis functionality.

# Driver-based planning

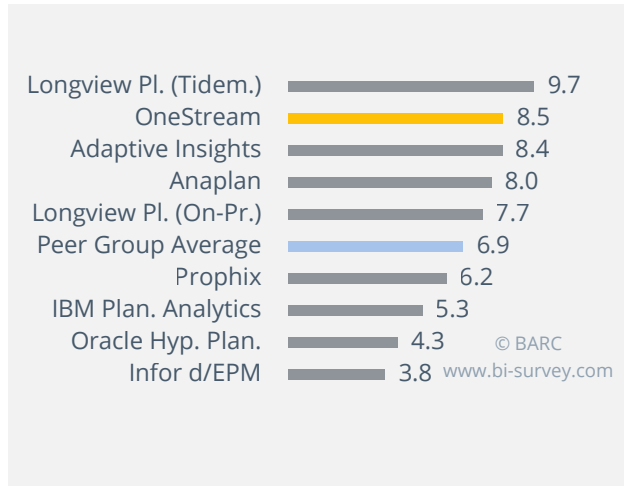


This KPI is based on the proportion of respondents' organizations currently performing driver-based planning with their product.

## Driver-based planning – Leader



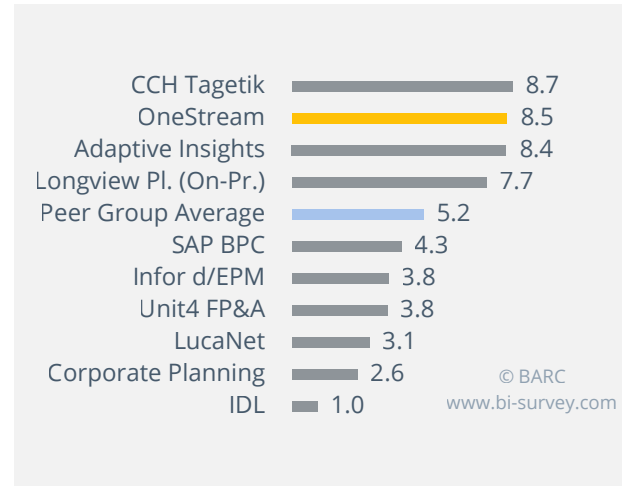
Peer Group: North American Vendors



## Driver-based planning – Leader



Peer Group: Financial Performance Management Products



# Driver-based planning




According to the survey results, a high proportion of customers use OneStream XF for driver-based planning. Planning based on the key influencing factors of the business, considering cause-effect correlations in so-called value driver trees is clearly a frequent use case for the product. Consequently, OneStream XF achieves leading ranks for 'Driver-based planning' in the 'Financial Performance Management Products' and 'North American Vendors' peer groups. OneStream XF customers seem to be satisfied with the options and flexibility the product provides to implement concepts such as driver-based planning.

# Reporting/analysis

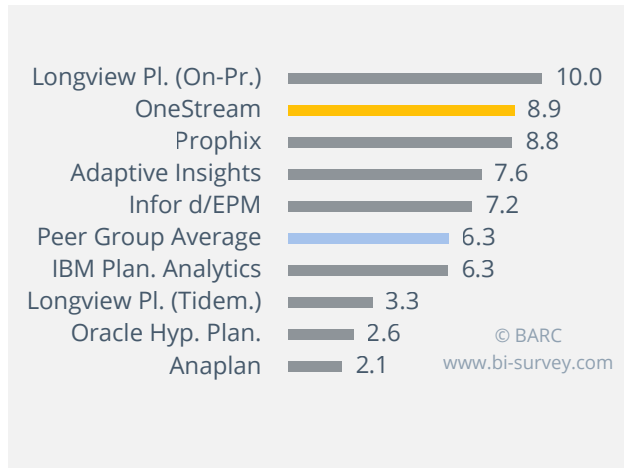


This KPI measures user ratings of the product's coverage of reporting/analysis requirements.

## Reporting/analysis – Leader



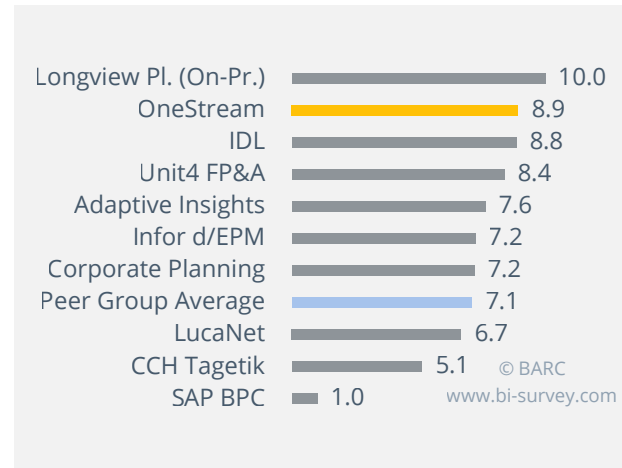
Peer Group: North American Vendors



## Reporting/analysis – Leader



Peer Group: Financial Performance Management Products



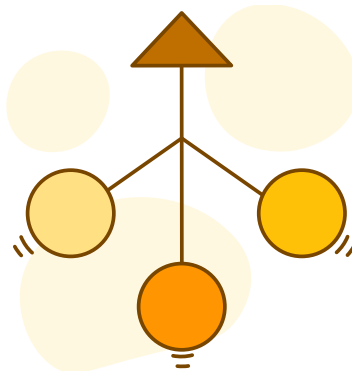
## Reporting/analysis



## BARC Viewpoint

Besides comprehensive functionality for financial consolidation and planning, OneStream XF offers built-in reporting and analytics functionality. For individual, flexible (ad hoc) reporting and analysis, OneStream includes a spreadsheet interface or Excel add-in. Moreover, the OneStream XF MarketPlace also provides specific solutions for disclosure management. In 2019, OneStream introduced Analytic Blend, including a new relational column store engine that blends together detailed operational data with financial data. Financial analytics, detailed operational analysis or a “blended” view of both can be presented within the same dashboard. ‘Good coverage of reporting/analysis requirements’ is a prominent reason why companies choose OneStream XF (55 percent). Overall, OneStream XF achieves leading ranks for ‘Reporting/analysis’ in its two peer groups in this year’s Planning Survey.

# Legal consolidation

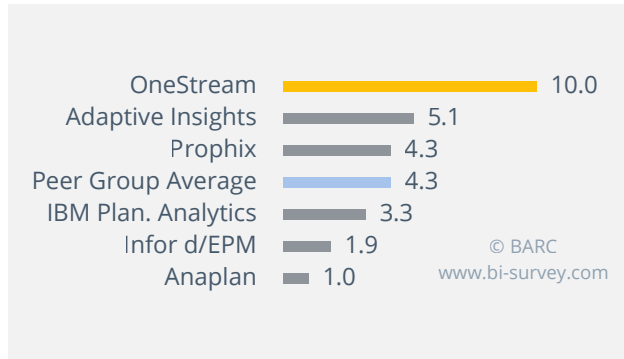


This KPI is based on how respondents rate the product's functionality to support legal consolidation (e.g., according to IFRS).

## Legal consolidation – Top-ranked



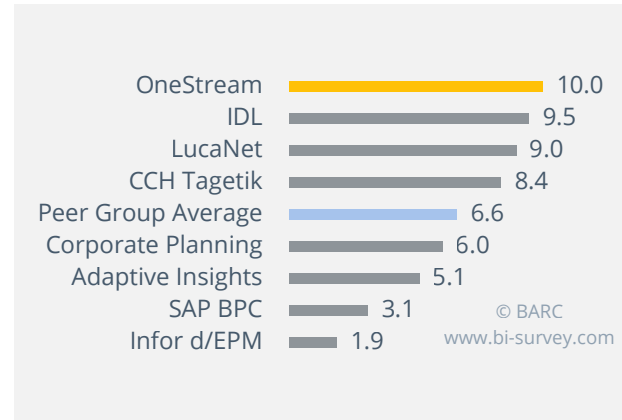
Peer Group: North American Vendors



## Legal consolidation – Top-ranked



Peer Group: Financial Performance Management Products



## Legal consolidation



Functionality for legal as well as management consolidation is at the core of OneStream XF's product offering. The product provides a proprietary in-memory financial analytic engine with built-in financial intelligence. Company-wide consolidated financial results statements and plans (balance sheet, P&L, cash flow) at subsidiary or group level can be created. OneStream XF supports financial consolidation and close processes with comprehensive features such as statutory consolidation logic, multi-currency conversions, fully auditable adjustments and data flows, journals, etc. Furthermore, the vendor's XF MarketPlace provides additional specific solutions for all domains in finance (e.g., account reconciliation, disclosure management and tax provisioning). Customers are clearly satisfied with OneStream XF's consolidation functionality, resulting in top ranks in each of its peer groups.

# Functionality



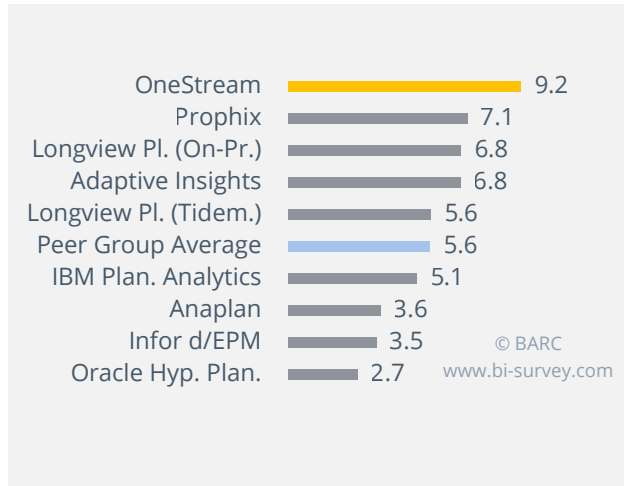
This KPI combines the 'Predefined data connectivity', 'Data integration', 'Planning content', 'Planning functionality', 'Workflow', 'Forecasting', 'Simulation', 'Driver-based planning', 'Reporting/analysis' and 'Legal consolidation' KPIs.



## Functionality – Top-ranked



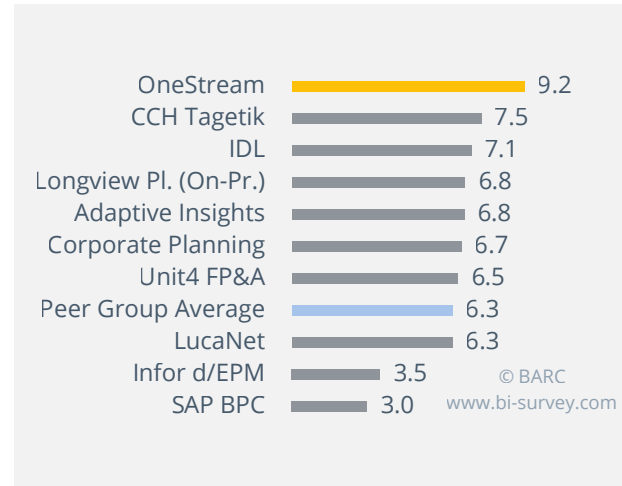
Peer Group: North American Vendors



## Functionality – Top-ranked



Peer Group: Financial Performance Management Products



## Functionality



The Planning Survey results confirm that OneStream XF is a comprehensive and feature-rich CPM product. Customers greatly appreciate the product's range of functions. Consequently, OneStream XF ranks best in its two peer groups for the aggregated 'Functionality' KPI. OneStream XF is primarily focused on financial performance management and provides a proprietary in-memory financial analytic engine, offering built-in financial intelligence. Company-wide consolidated financial results statements and plans (balance sheet, P&L, cash flow) at subsidiary or group level can be created. Furthermore, OneStream also provides fully supported operational planning solutions in its XF MarketPlace including People Planning, Capital Planning, Sales Planning and Thing Planning (i.e., a flexible structure for planning virtually any topic). For individual, flexible (ad hoc) reporting and analysis, OneStream includes a spreadsheet interface or Excel add-in. Customers are clearly satisfied with the product itself, as well as with its comprehensive CPM functionality.

# Self-service

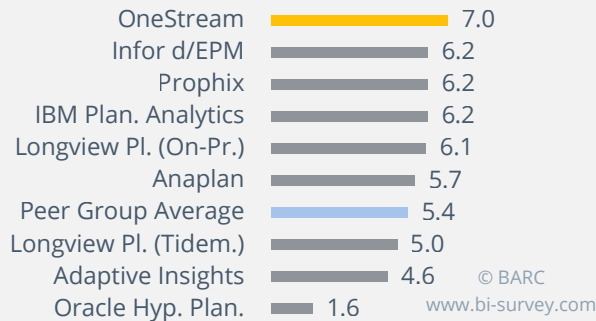


This KPI is based on the proportion of respondents' organizations currently using self-service planning features with their product.

## Self-service – Top-ranked



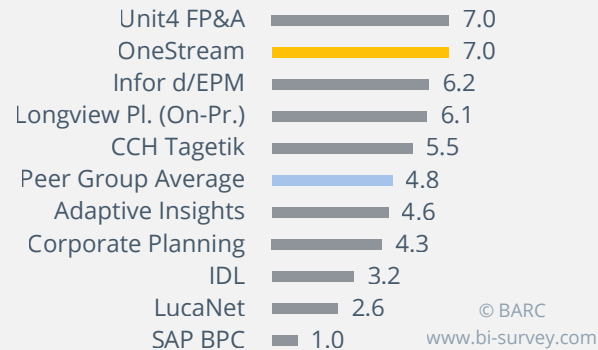
Peer Group: North American Vendors



## Self-service – Leader

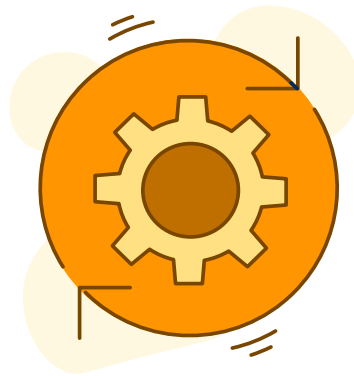


Peer Group: Financial Performance Management Products



OneStream XF targets finance and business users in mid-sized and large global organizations across all industries. Many of its customers use the product in a self-service manner in business departments (typically the finance and controlling departments). The product is considered by many to be easy to use and therefore self-service planning appears to be a frequent use case for the CPM platform. Consequently, OneStream XF ranks top in the 'North American Vendors' peer group for the 'Self-service' KPI and is among the leaders in the 'Financial Performance Management Products' peer group. With OneStream's cloud offering leveraging Microsoft Azure, the implementation of self-service planning in business departments is even easier, requiring minimal IT resources to work with the product. However, tasks such as data management (particularly data integration) typically require technical knowledge.

# Flexibility

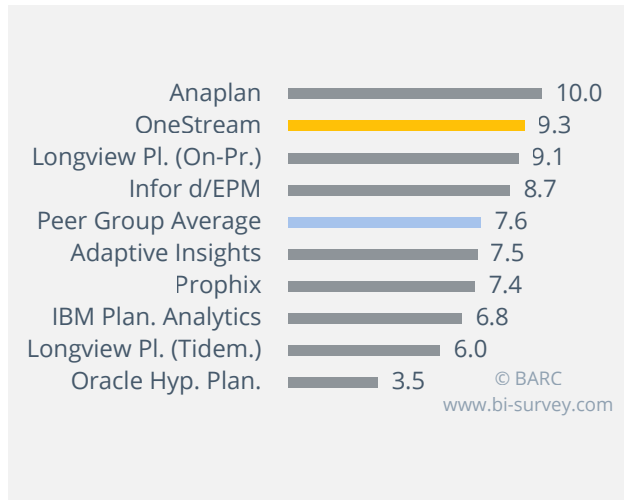


This KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.

## Flexibility – Leader



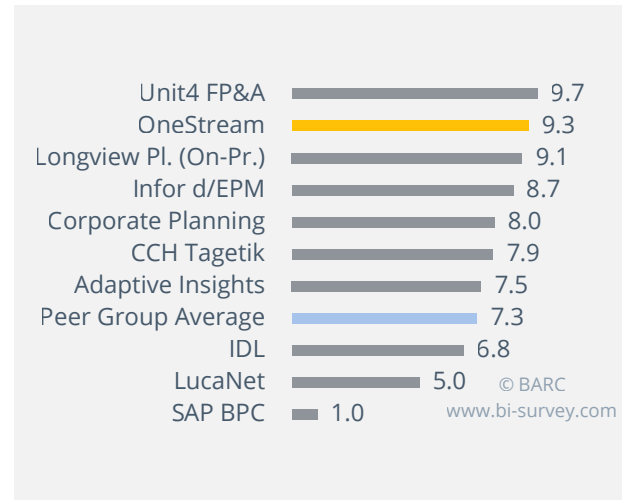
Peer Group: North American Vendors



## Flexibility – Leader



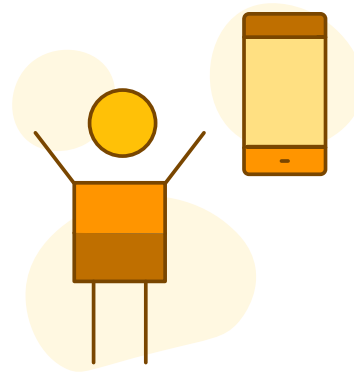
Peer Group: Financial Performance Management Products



## BARC Viewpoint

OneStream XF provides a proprietary in-memory financial analytic engine with built-in financial intelligence. The core data model of the product leverages ten predefined and eight user-defined dimensions to create company-wide consolidated financial results statements and plans (balance sheet, P&L, cash flow) at subsidiary or group level. In terms of flexibility (e.g., for individual operational sub-plans), each of the eight additional dimensions can be utilized in multiple ways across the chart of accounts. In addition, OneStream invented Extensible Dimensionality®, which provides the ability to extend the account and other dimension structures to support both corporate and line-of-business financial and operational planning and reporting in one application. User-defined dimensions can be either financial or operational for flexibly building free-form operational planning models. Finally, OneStream also provides fully supported operational planning solutions in its XF MarketPlace, for example, Thing Planning (i.e., a flexible structure for planning virtually any topic). OneStream XF is rated as a leader for 'Flexibility' in both of its peer groups.

# Ease of use

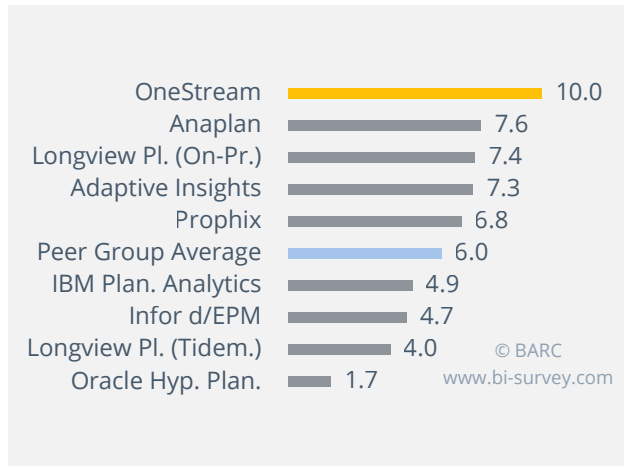


This KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

## Ease of use – Top-ranked

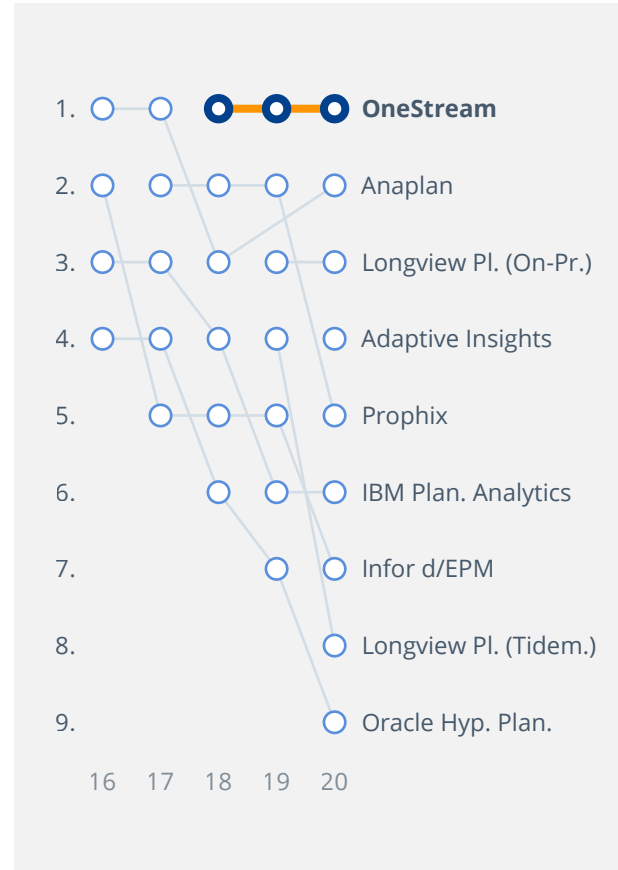


Peer Group: North American Vendors



## Consistently top-ranked in ease of use

Peer Group: North American Vendors



## Ease of use



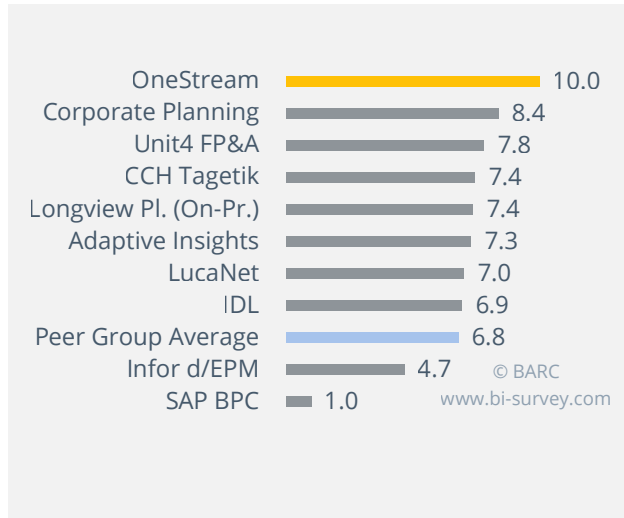
## Viewpoint

Many customers choose OneStream XF for its ease of use. Indeed, the level of complaints about ease of use post-implementation is almost non-existent (3 percent). As a result, OneStream XF is consistently top-ranked in the 'Ease of use' KPI for the third year in a row, comfortably outpacing its financial performance management and North American competitors. OneStream XF targets finance and business users in mid-sized and large international companies and typically requires little technical knowledge, except on the data management side (particularly with data integration). Administration, modeling and creating planning forms, as well as planning functionality, are designed for business users. Because the product is considered by customers to be easy to use, many of them use the product in a self-service approach in business departments (typically the finance and controlling departments).

## Ease of use – Top-ranked

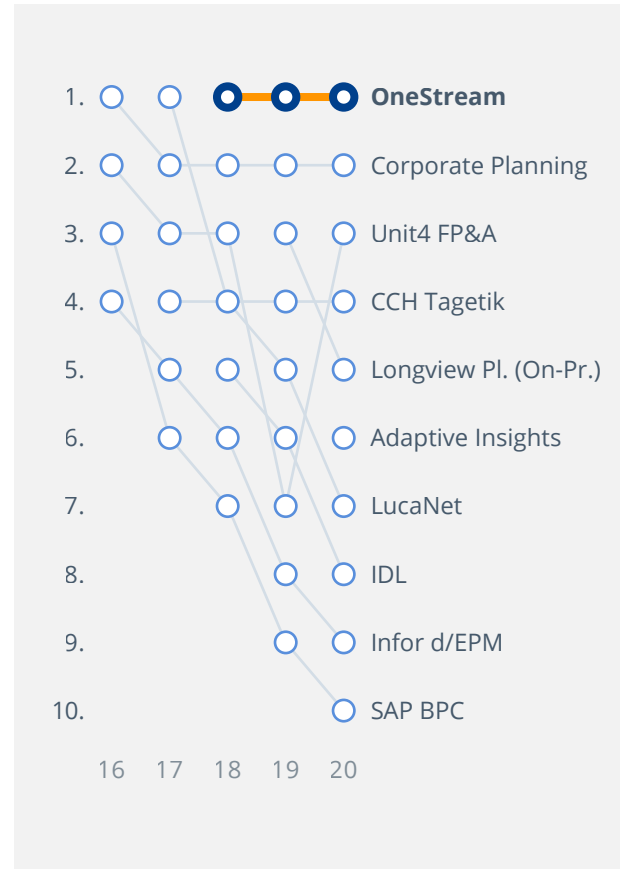


Peer Group: Financial Performance Management Products



## Consistently top-ranked in ease of use

Peer Group: Financial Performance Management Products





# Sales experience

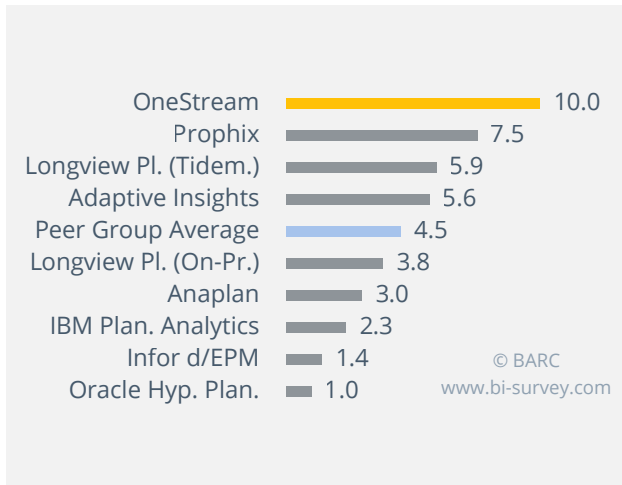


This KPI is based on how respondents rate the sales/purchasing experience with the vendor.

## Sales experience – Top-ranked



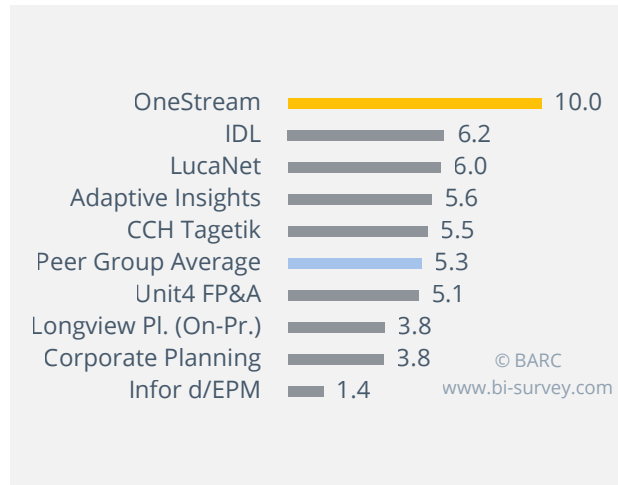
Peer Group: North American Vendors



## Sales experience – Top-ranked



Peer Group: Financial Performance Management Products



# Sales experience



A high proportion of OneStream XF customers rate their sales/purchasing experience with OneStream very highly. Respondents state that the vendor’s timely and thorough response to product-related and technical questions, its conduct during product evaluation and contract negotiation, general behavior, industry-specific knowledge and pricing and contract flexibility are all excellent. In a competitive market like the planning and CPM software market, a highly professional sales organization is essential for survival and to continue to win new customers. The fact that OneStream won more than 150 new customers in 2019 indicates that the vendor sincerely cares for its prospects and customers. OneStream is ranked top for ‘Sales experience’ in both its peer groups.

# Performance satisfaction

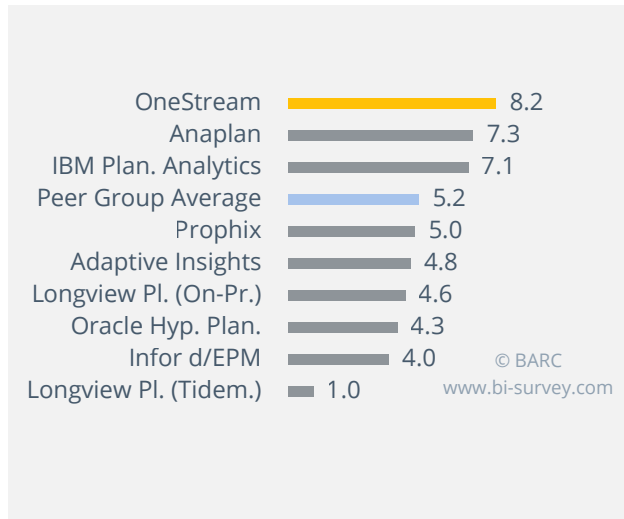


This KPI measures the frequency of complaints about the system's performance.

## Performance satisfaction – Top-ranked



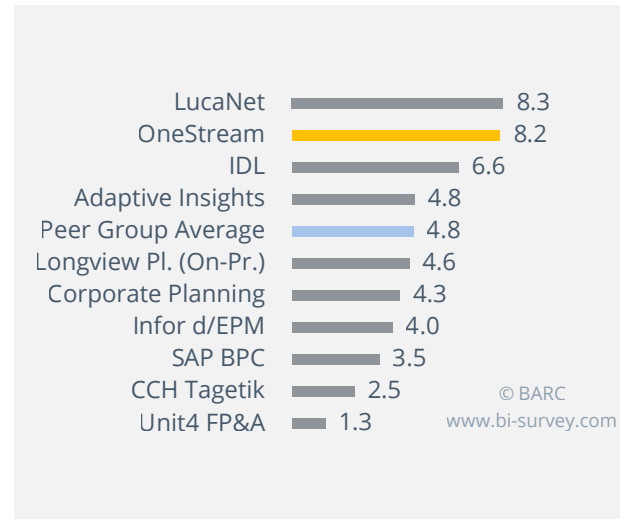
Peer Group: North American Vendors



## Performance satisfaction – Leader



Peer Group: Financial Performance Management Products

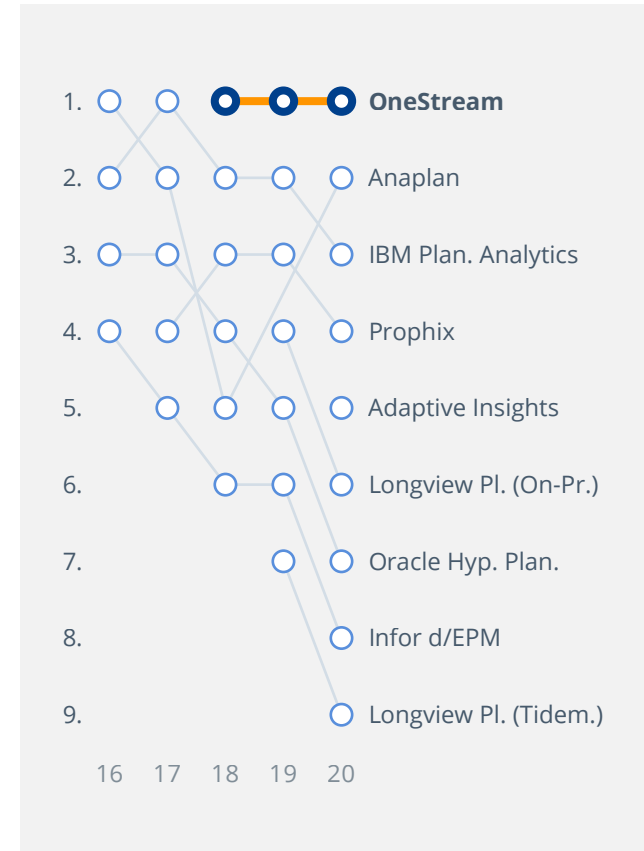


# Performance satisfaction



## Consistently top-ranked in performance satisfaction

Peer Group: North American Vendors



OneStream XF provides a proprietary in-memory financial analytic engine, relational data engine and column store engine with built-in financial intelligence that uses Microsoft SQL Server as a data store. 'Convincing performance of software' (48 percent) is a prominent reason why companies choose to buy the product and 'Performance satisfaction' is high among customers. Furthermore, 'Performance too slow' is cited as a problem by only 10 percent of OneStream XF users, comparing favorably to the survey average of 20 percent. These results show that the product's underlying relational data model is clearly capable of dealing with the data volumes and user numbers its customers typically work with. Overall, customers are satisfied with the performance the product offers, which is a major reason for its high rankings here.

# Customer experience

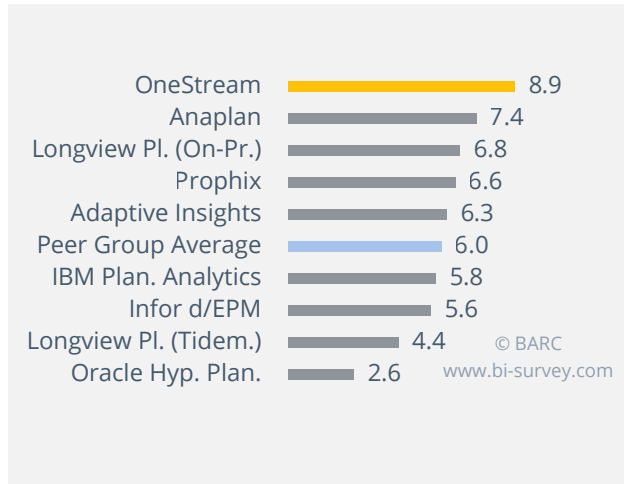


Combines the 'Self-service', 'Flexibility', 'Ease of use', 'Sales experience' and 'Performance satisfaction' KPIs.

## Customer experience – Top-ranked



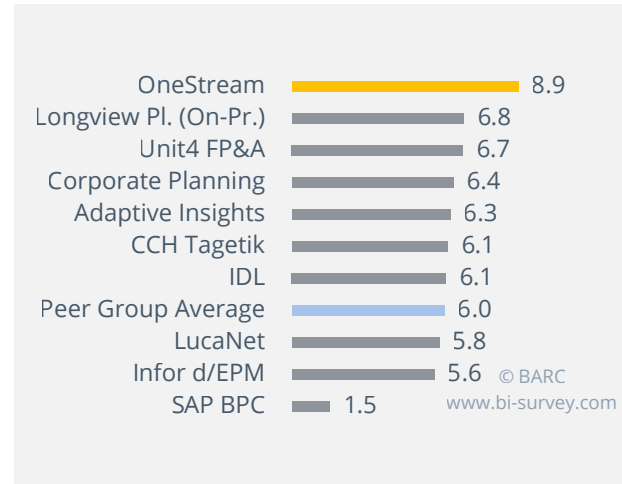
Peer Group: North American Vendors



## Customer experience – Top-ranked



Peer Group: Financial Performance Management Products



‘Customer experience’ combines the ‘Self-service’, ‘Flexibility’, ‘Ease of use’, ‘Sales experience’ and ‘Performance satisfaction’ KPIs. Strong results in all of these KPIs place OneStream XF top in both of its peer groups. The results in this year’s Planning Survey confirm that OneStream XF customers are particularly satisfied with the flexibility and ease of use of the product. Many customers feel they can roll out OneStream XF for self-service planning in business departments. The product typically requires little technical knowledge, except on the data management side (particularly with data integration). Moreover, ‘Convincing performance of software’ (48 percent) is a prominent reason why companies choose to buy OneStream XF and ‘Performance satisfaction’ is high among customers. These results prove that the product offers great performance in tandem with its underlying database environment in Microsoft SQL Server. A high proportion of OneStream XF customers also rate their sales/purchasing experience with OneStream very highly.

# Competitive win rate

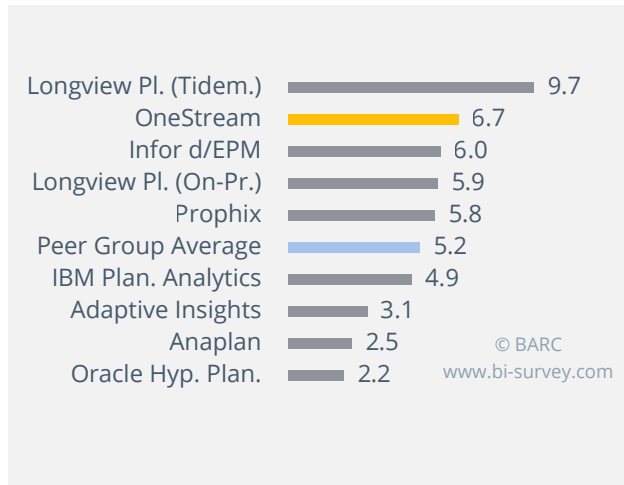


This KPI is based on the percentage of wins in competitive evaluations.

## Competitive win rate – Leader



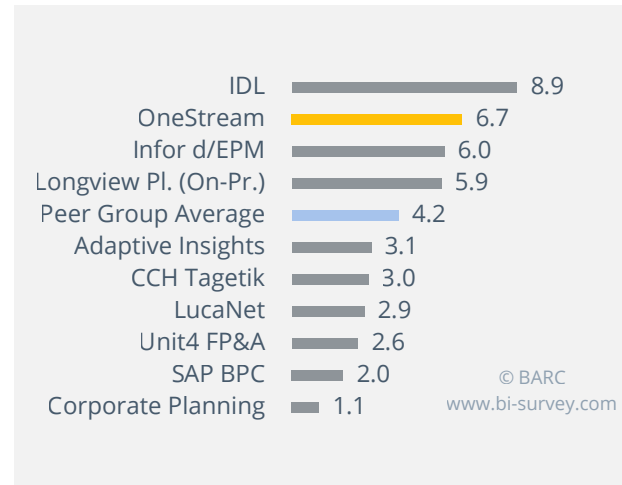
Peer Group: North American Vendors




## Competitive win rate – Leader



Peer Group: Financial Performance Management Products



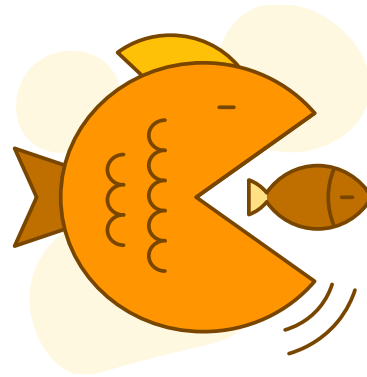
# Competitive win rate




OneStream XF's competitive win rate in head-on competitions against other vendors to win customers is good. Therefore, the product is ranked as a leader in its two peer groups. The Planning Survey results show that the vendor, its experienced consulting team and partners do very well in competitive evaluations. OneStream XF covers all the key areas of financial performance management functionality such as financial consolidation, planning, budgeting, reporting, analysis and financial data quality management in one single application. The integrated CPM platform convinces companies with its modern, unified approach and many customers benefit from using it. The product is continuously being improved and developed with a strong support team to provide help and support. The vendor's excellent 97 percent recommendation rate speaks for itself.



# Competitiveness

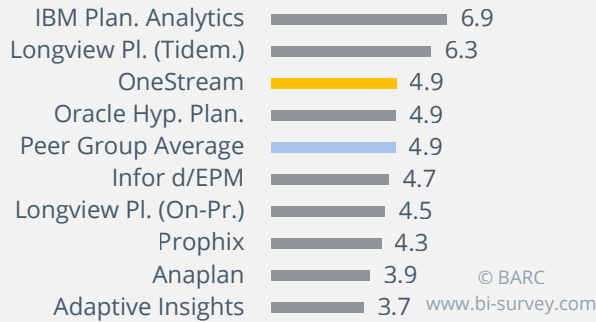


This KPI combines the 'Considered for purchase' and 'Competitive win rate' KPIs.

## Competitiveness – Leader



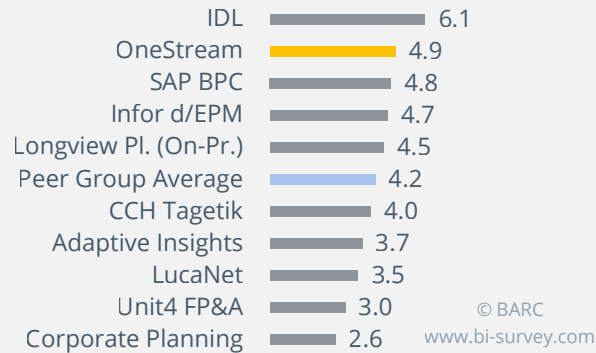
Peer Group: North American Vendors



## Competitiveness – Leader



Peer Group: Financial Performance Management Products



## Competitiveness



## BARC Viewpoint

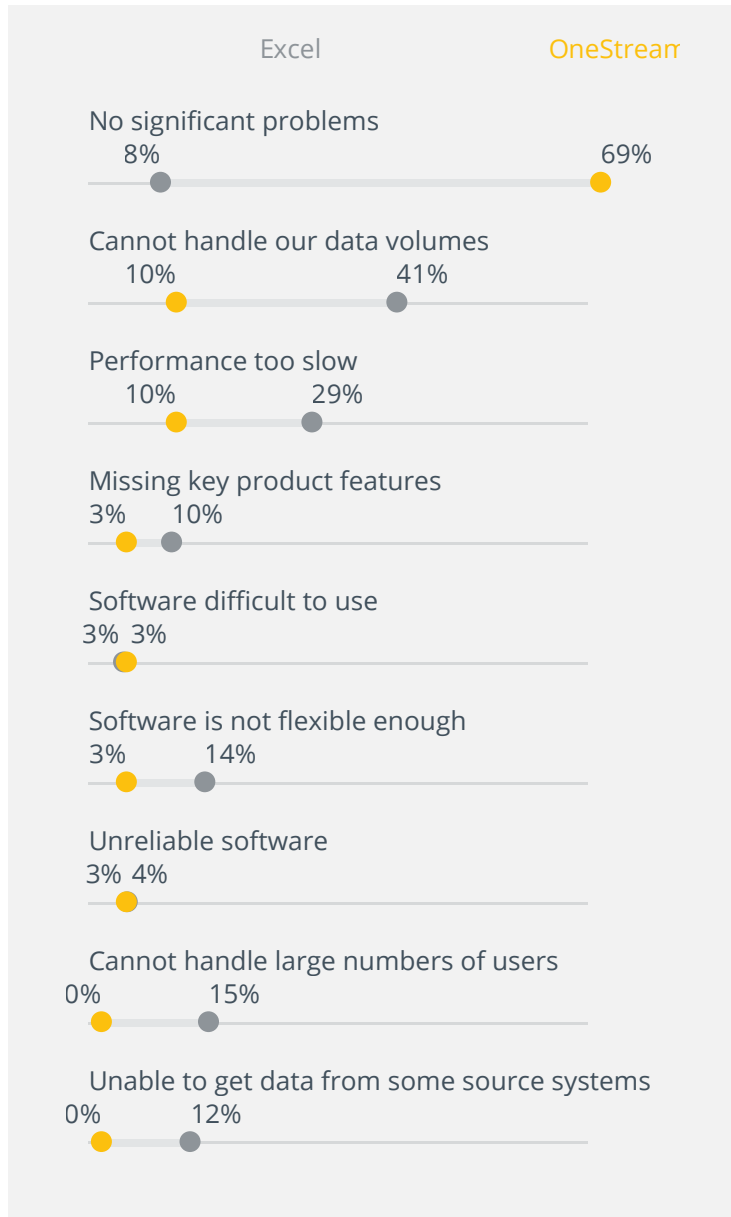
'Competitiveness' combines the 'Considered for purchase' and 'Competitive win rate' KPIs. As a result of its strong showing in the 'Competitive win rate' KPI in both of its peer groups, OneStream XF is also a leader in the aggregated 'Competitiveness' KPI. When organizations decide to evaluate the product, the vendor has a high competitive win rate against other vendors in head-on competitions to win customers. It is a pity that OneStream lacks the market presence and global visibility of its main rivals Oracle, IBM and SAP today. With greater visibility in local and international markets, the vendor's competitiveness would surely improve. However, many customers benefit greatly from using OneStream XF and, when looking for a unified CPM platform for financial consolidation, planning, budgeting, reporting, analysis and financial data quality management, companies should certainly consider OneStream XF as a viable option.

# OneStream vs. Excel



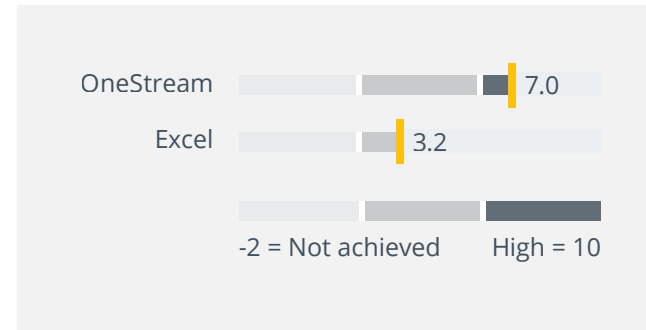
## Problems encountered by OneStream and Excel users

n=29/196



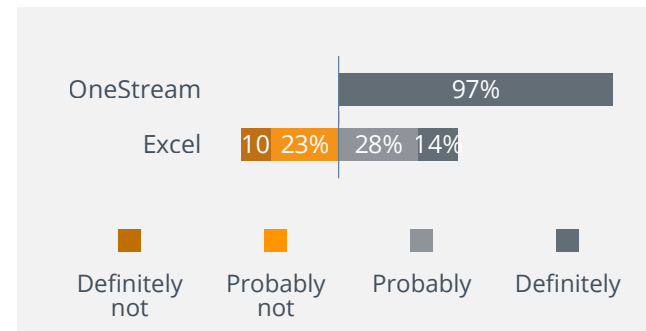
## Business Benefits Index\*

n=31/187



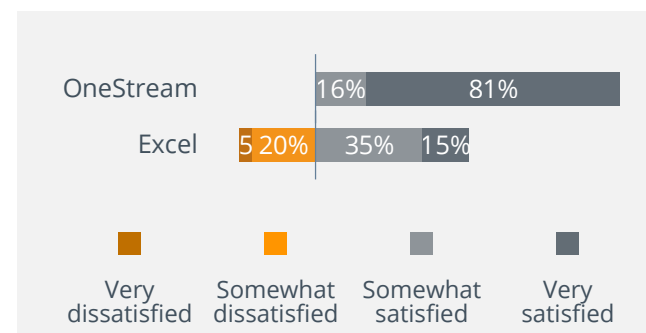
## Recommendation\*\*

n=31/188



## Satisfaction level\*\*

n=31/191



## OneStream vs. Excel



Excel remains one of the most widely used planning and analytics products in the world. However, many users and companies are dissatisfied with it. OneStream XF users have far fewer complaints than Excel users. Common issues in planning projects such as missing key product features (e.g., for planning), inflexibility and handling of large numbers of users or data volumes do not seem to be a problem for OneStream XF customers. Business benefits regularly achieved with OneStream XF (and achieved more often than with Excel) include improved integration of planning with reporting/analysis, more precise/detailed planning, increased transparency of planning, reduced planning complexity and better quality of planning results. An overwhelming 97 percent of OneStream XF users say they would definitely recommend their planning product to other organizations, while 97 percent of respondents are also 'somewhat satisfied' or 'very satisfied' with OneStream XF.

\* For 12 potential benefits, respondents are asked to indicate the level of achievement, if any, with five levels. We use a weighted scoring system, from -2 to 10, to derive a composite score - the Business Benefits Index (BBI).

\*\* Neutral category not shown

BARC is a leading enterprise software industry analyst and consulting firm delivering information to more than 1,000 customers each year. Major companies, government agencies and financial institutions rely on BARC's expertise in software selection, consulting and IT strategy projects.

For over twenty years, BARC has specialized in core research areas including Data Management (DM), Business Intelligence (BI), Customer Relationship Management (CRM) and Enterprise Content Management (ECM).

BARC's expertise is underpinned by a continuous program of market research, analysis and a series of product comparison studies to maintain a detailed and up-to-date understanding of the most important software vendors and products, as well as the latest market trends and developments.

BARC research focuses on helping companies find the right software solutions to align with their business goals. It includes evaluations of the leading vendors and products using methodologies that enable our clients to easily draw comparisons and reach a software selection decision with confidence. BARC also publishes insights into market trends and

developments, and dispenses proven best practice advice.

BARC consulting can help you find the most reliable and cost effective products to meet your specific requirements, guaranteeing a fast return on your investment. Neutrality and competency are the two cornerstones of BARC's approach to consulting. BARC also offers technical architecture reviews and coaching and advice on developing a software strategy for your organization, as well as helping software vendors with their product and market strategy.

BARC organizes regular conferences and seminars on Business Intelligence, Enterprise Content Management and Customer Relationship Management software. Vendors and IT decision-makers meet to discuss the latest product updates and market trends, and take advantage of valuable networking opportunities.

For further information see:

[www.barc-research.com](http://www.barc-research.com)

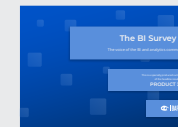
## Other Surveys



The BARC **BI Trend Monitor 2020** reflects on the trends currently driving the BI and data management market from a user perspective. We asked close to 2,900 users, consultants and vendors for their views on the most important BI trends.



The BARC survey '**The Future of Reporting**' investigates how and why companies should modernize their reporting and is based on a survey of 600 participants from 58 countries across a range of industries. [Download here.](#)



**The BI Survey 19** is the world's largest survey of business intelligence software users. Based on a sample of over 3,000 responses, it offers an unsurpassed level of user feedback on 36 leading BI products. Find out more at [www.bi-survey.com](http://www.bi-survey.com)

## Business Application Research Center – BARC GmbH



### Germany

BARC GmbH  
Berliner Platz 7  
D-97080 Würzburg  
+49 931 880 6510  
[www.barc.de](http://www.barc.de)

### Austria

BARC GmbH  
Meldemannstraße 18 /  
01.14  
A-1200 Wien  
+43 1890 1203 451  
[www.barc.at](http://www.barc.at)

### Switzerland

BARC Schweiz GmbH  
Täferstraße 22a  
CH-5405 Baden-Dättwil  
+41 76 340 3516  
[www.barc.ch](http://www.barc.ch)

### Rest of the World

+44 1536 772 451  
[www.barc-research.com](http://www.barc-research.com)