The Planning Survey 24

The voice of the planning software user community

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

OneStream

BARC
The Planning Survey 24
35 Top ranks
55 Leading
in 4 peer groups

BARC
#1
Business Benefits
The Planning Survey 24

BARC
#1
Recommendation
The Planning Survey 24

BARC
#1
Functionality
The Planning Survey 24

> *It's the best CPM software on the market.*
>
> Line of business employee, Manufacturing, > 2,500 employees

BARC The Planning Survey 24

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More information: barc.com/reviews

The Planning Survey 24

The Planning Survey 24 is based on on the world's largest survey of planning software users conducted from November 2023 to February 2024, with 1,272 respondents and analysis of 21 products. It evaluates user feedback on 33 criteria (KPIs), such as *Business Benefits, Project Success* and *Customer Satisfaction.*

This summary highlights key findings for OneStream, emphasizing positive results without displaying all KPI outcomes.

The KPIs

The Planning Survey 24 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:

1. Only measures that have a clear good/bad trend are used as the basis for KPIs.
2. KPIs may be based on one or more measures from The Planning Survey.
3. 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.
4. For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
5. 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 22-33% or (in peer groups of five vendors) the top 2 products listed in the chart.

Peer Group Classification

The Planning Survey 24 categorizes the different planning, budgeting, and forecasting products into peer groups, based on three criteria (specialization, usage scenario and global presence) and defined using BARC analysts' expertise and judgment:

- **Products for Planning, Budgeting and Forecasting**: Designed for planning, budgeting and forecasting, these products cater to various sub-plans, offering flexibility and predefined planning solutions for specific applications. Since The Planning Survey is focused on exactly this use case, this peer group includes all the products featured in the survey.
- **Integrated Products for Planning & Financial Consolidation**: With a strong emphasis on financial performance management, these products provide built-in financial intelligence and predefined business rules for an integrated approach to (financial) planning and financial consolidation.
- **Integrated Products for Planning and BI & Analytics:** Beyond planning and performance management, these products integrate comprehensive reporting, dashboarding, ad hoc query and analysis capabilities, expanding their scope beyond pure planning functionality.
- **Midsize/Departmental Implementations**: Products in this peer group are typically (but not exclusively) used in small and midsize scenarios and/or departmental implementations with a moderate number of users.
- **Large/Enterprise-Wide Implementations**: Products in this peer group are typically (but not exclusively) used in large scenarios and/or enterprise-wide implementations with many users.
- **Worldwide Implementations**: These vendors have a truly global sales and marketing reach. They are present worldwide, and their products are used all around the world.

OneStream features in the following peer groups:

- Products for Planning, Budgeting & Forecasting
- Integrated Products for Planning and Financial Consolidation
- Large/Enterprise-Wide Implementations
- Worldwide Implementations

About OneStream

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OneStream overview

OneStream Software is an independent US-based CPM software company backed by private equity investors. Headquartered in Birmingham, Michigan, USA, the company has offices in North America, Europe and APAC with more than 1,300 employees globally.

OneStream is a unified platform that supports various CPM processes and information streams in organizations. It integrates financial consolidation and close, planning, budgeting and forecasting, reporting, analysis and financial data quality management in one single application. In addition to the platform's standard functionality, the OneStream Solution Exchange provides more than 75 prebuilt business and productivity solutions that allow customers to extend the platform with additional capabilities in areas such as finance/accounting (e.g., account reconciliations, transaction matching, tax provision, ESG, etc.), financial planning and analysis (e.g., specialty planning solutions, ML-enabled forecasting, etc.) and for specific industries. Solutions in the Solution Exchange are provided by OneStream, partners and the broader OneStream ecosystem. All OneStream-developed solutions are fully supported and available free of charge to active customers.

OneStream is ideally suited to mid-sized to large enterprises across all industries who require a unified, robust and complete CPM solution. The vendor employs a direct sales model alongside its partner network to support customers with implementation services. According to the vendor, more than 1,400 customers currently use OneStream, and the company is in a period of strong growth. OneStream is available for deployment in the Microsoft Azure cloud.

OneStream is a financial consolidation and planning platform with built-in financial data quality functionality that focuses on supporting the full range of CPM processes. The product provides a proprietary in-memory financial analytic engine with built-in financial intelligence (e.g., supporting complex financial consolidations) that uses ROLAP storage in Microsoft SQL Server. Company-wide consolidated financial results, statements and plans at subsidiary or group level can be created. In addition, Extensible Dimensionality® 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 single solution.

Fully supported operational planning solutions in the Solution Exchange – including workforce, capital, cash and sales planning – feed into the financial model. Moreover, the empowerment of users with AI and ML for tasks such as predictions, scenario analyses and to automatically find insights and take actions is an important area of continued investment for OneStream. To create, maintain and deploy predictive models across financial and operational planning processes, OneStream offers several options. AI-enabled solutions such as Sensible ML offer scalable AI purpose-built for finance, operations and data science teams. Sensible ML provides a guided experience to build, deploy and consume time-series ML models for auto-generated forecasts inside OneStream.

In addition to its core capabilities, OneStream also integrates functionality for BI and analytics. For individual, flexible (ad hoc) reporting and analysis, the product includes a reporting studio, spreadsheet interface and Excel add-in. Interactive dashboards can bring key financial and operational metrics together by combining tables, charts, graphs and other visualizations. In addition, Analytic Blend includes a relational column store engine that blends detailed operational data with financial data. Financial analytics, detailed operational analysis or a "blended" view of both can be presented within the same dashboard. For customers following a Microsoft strategy for analytics, a OneStream Power BI connector offers direct integration with Power BI via a certified API to create reports and visualizations with Microsoft's software based on OneStream data.

User and Use Case Demographics

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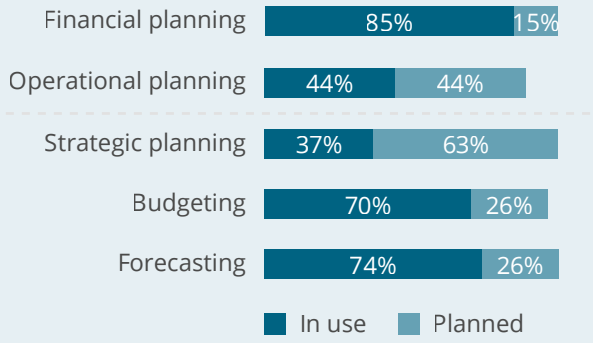
This year, we had **27 responses** from OneStream users. At the time of the survey, 81 percent were using version 7, 14 percent version 8 and 5 percent were running version 6.

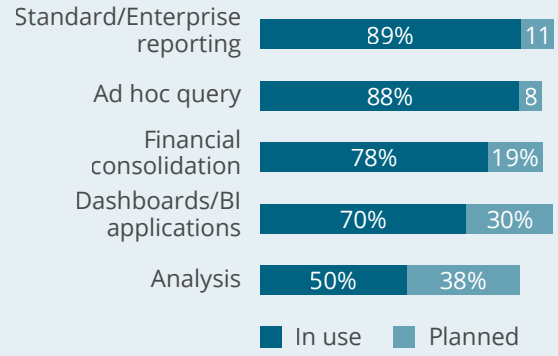
Current vs. planned use (planning use cases)

n=27



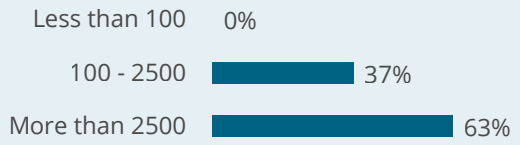
Current vs. planned use (other use cases)

n=27



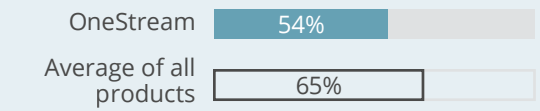
Company size (employees)

n=27



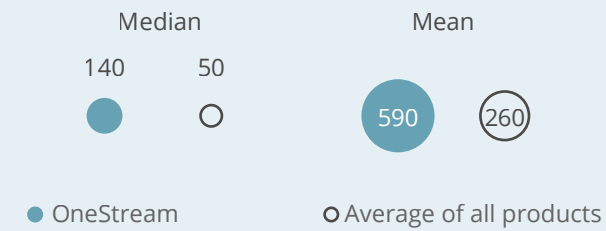
Planning users (as a percentage of all users)

n=27



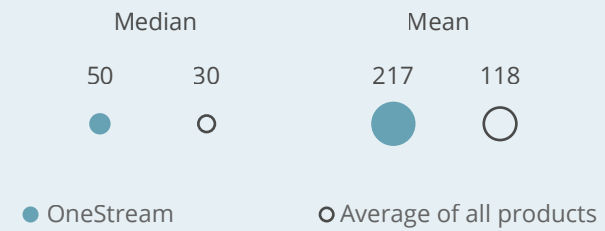
Total number of users per company

n=27



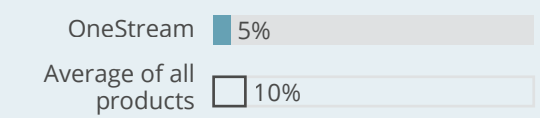
Planning users per company

n=27

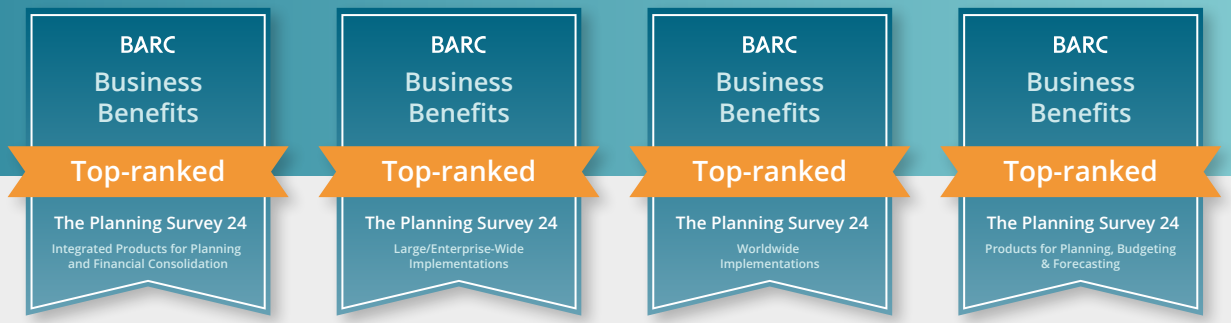


Percentage of employees using OneStream

n=27

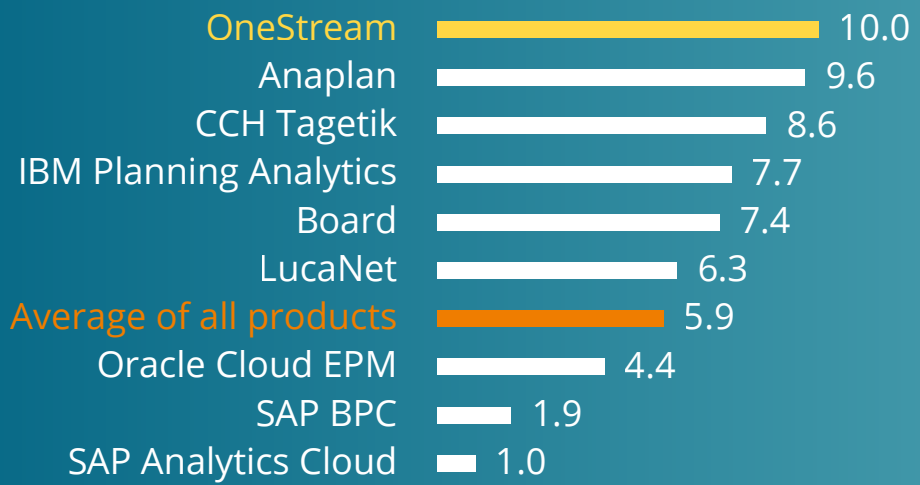


Business Benefits



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

Business Benefits



© BARC Planning Survey 24

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

88% of surveyed users achieved an **increased competitive advantage** with OneStream.

76% of surveyed users have achieved a **reduction in headcount** with OneStream.

Most liked

> *Onestream is a platform solution. It allows us to customize the tool to different usages. This way we keep a single source of truth instead of using a large variety of tools.*

Member of a cross-departmental BI team, IT, > 2,500 employees

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Recommendation

BARC Recommendation Top-ranked The Planning Survey 24 Integrated Products for Planning and Financial Consolidation

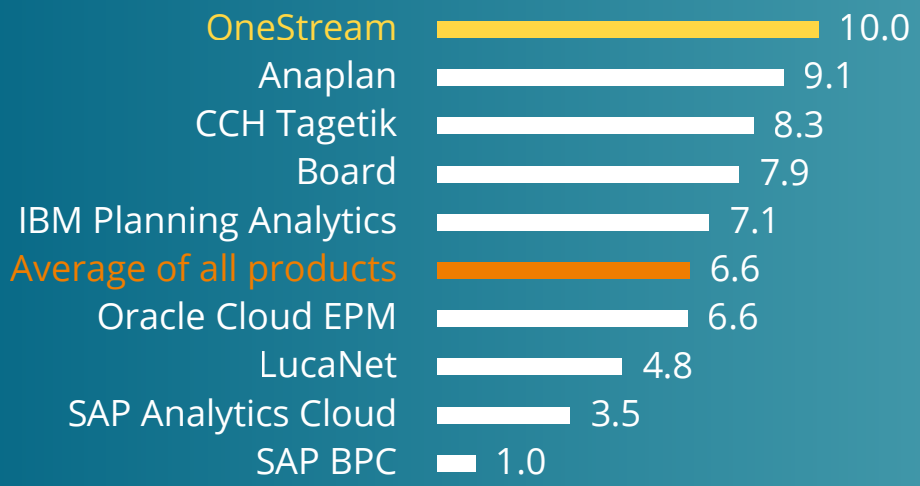
BARC Recommendation Top-ranked The Planning Survey 24 Large/Enterprise-Wide Implementations

BARC Recommendation Top-ranked The Planning Survey 24 Worldwide Implementations

BARC Recommendation Top-ranked The Planning Survey 24 Products for Planning, Budgeting & Forecasting

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

Recommendation



© BARC Planning Survey 24

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

96% of surveyed users say they would **recommend** OneStream.

> *I love OneStream not only as a software, but as a company. It's a great group to interact with and I would absolutely recommend OneStream to other companies..*
>
> Manager of financial systems, Software, 100 - 2,500 employees
>
> BARC The Planning Survey 24

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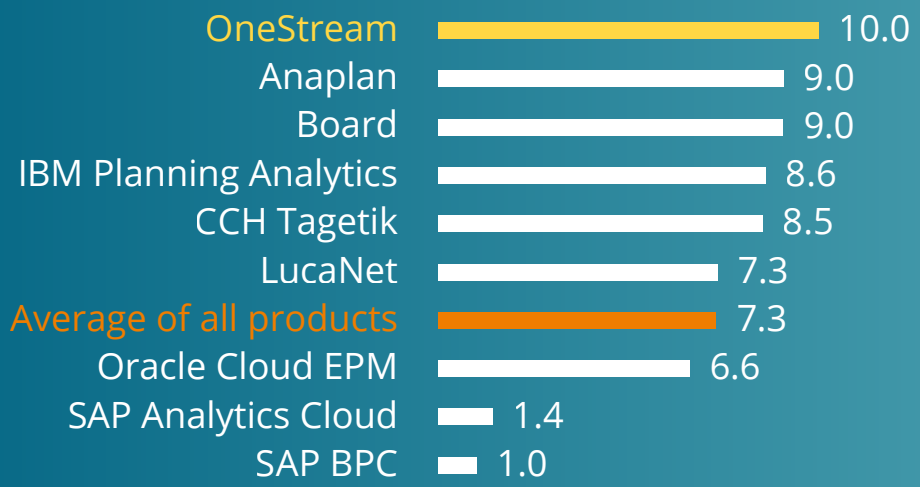
Product Satisfaction

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

Product Satisfaction



© BARC Planning Survey 24

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

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

> *It is a better product than all other similar tools I've experienced. The flexibility and features are excellent.*
>
> IT employee, Banking and finance, > 2,500 employees
>
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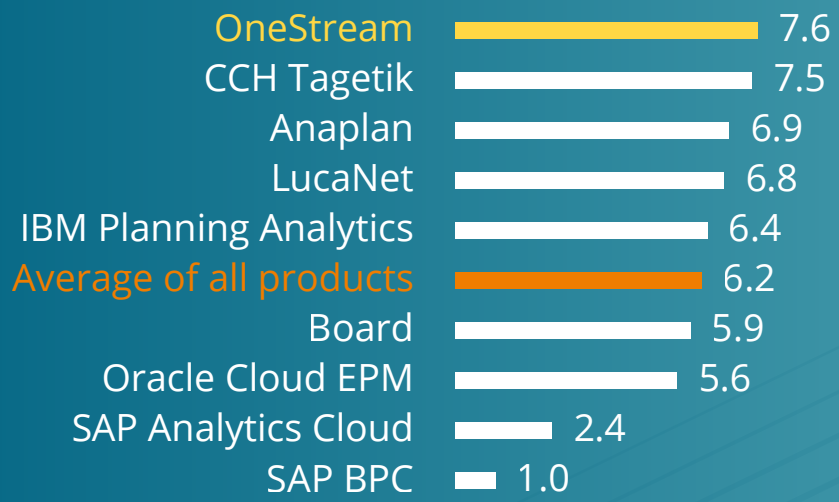
Customer Satisfaction

This KPI combines the *Price to Value, Recommendation, Vendor Support, Implementer Support, Product Satisfaction* and *Sales Experience* KPIs to measure satisfaction with the vendor and its product.

Customer Satisfaction



© BARC Planning Survey 24

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

> *I'm a happy OneStream administrator, with OneStream experience in two different companies. My general opinion about OneStream is very positive. Use-cases are almost limitless and there are many solutions for one business challenge.*
>
> Person responsible for planning from IT department, Real estate, 100 - 2,500 employees
>
> BARC — The Planning Survey 24

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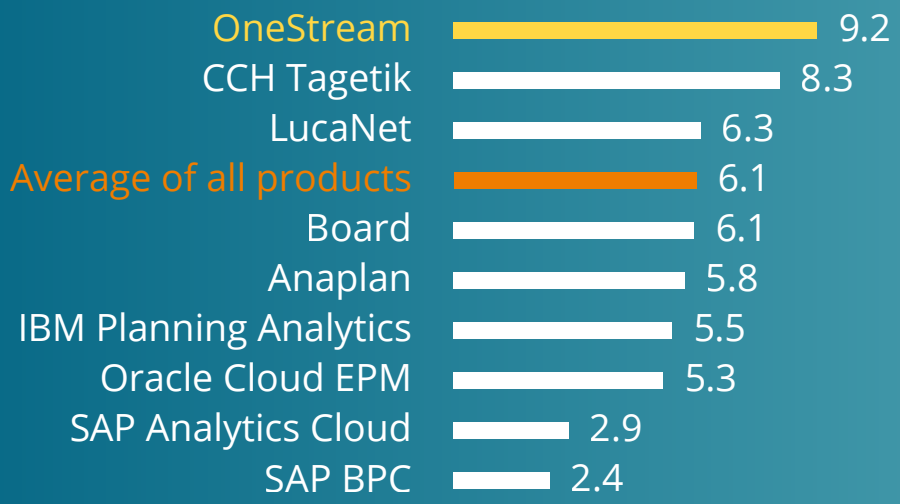
Functionality

This KPI combines the *Predefined Connectors, Data Integration, Planning Content, Planning Functionality, Workflow, Forecasting, Simulation, Reporting/Analysis* and *Financial Consolidation* KPIs to measure the product's functional breadth and capabilities.

Functionality



© BARC Planning Survey 24

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

> *Excellent software. Best on the market for financial consolidation, planning, and reporting.*
>
> Person responsible for planning from business department, Public sector, 100 - 2,500 employees
>
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Most liked

> *I like that OneStream is an all-in-one platform. From consolidations, to forecast and budgeting, to management reporting, and external filings; OneStream is a one stop shop that allows us to complete all finance/ accounting activities in one centralized location.*
>
> Person responsible for planning from business department, Services, > 2,500 employees
>
> BARC The Planning Survey 24

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The Planning Survey 24: OneStream Highlights

	Peer Group **Products for Planning, Budgeting & Forecasting**	Peer Group **Integrated Products for Planning and Financial Consolidation**	Peer Group **Large/Enterprise-Wide Implementations**	Peer Group **Worldwide Implementations**
Top-ranked in	**Business Benefits** **Recommendation** **Functionality**	**Business Benefits** **Business Value** **Recommendation** **Data Integration** **Planning Content** **Planning Functionality** **Forecasting** **Simulation** **Functionality** **User Experience** **Driver-Based Planning**	**Business Benefits** **Recommendation** **Vendor Support** **Product Satisfaction** **Customer Satisfaction** **Data Integration** **Planning Content** **Forecasting** **Simulation** **Functionality** **Performance Satisfaction** **Competitive Win Rate**	**Business Benefits** **Recommendation** **Product Satisfaction** **Customer Satisfaction** **Data Integration** **Planning Content** **Forecasting** **Simulation** **Functionality**
Leader in	Business Value Product Satisfaction Customer Satisfaction Data Integration Planning Content Planning Functionality Workflow Forecasting Simulation Financial Consolidation Ease of Use Performance Satisfaction User Experience Cloud Planning Driver-Based Planning Predictive Planning Innovation	Price to Value Vendor Support Product Satisfaction Customer Satisfaction Predefined Connectors Workflow Reporting/Analysis Financial Consolidation Ease of Use Performance Satisfaction Cloud Planning Predictive Planning Innovation Competitive Win Rate	Implementer Support Sales Experience Predefined Connectors Planning Functionality Workflow Reporting/Analysis Financial Consolidation User Experience Driver-Based Planning	Business Value Price to Value Vendor Support Predefined Connectors Planning Functionality Workflow Reporting/Analysis Financial Consolidation Ease of Use Performance Satisfaction User Experience Driver-Based Planning Predictive Planning Innovation Competitive Win Rate

The Planning Survey 24: OneStream Highlights

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91%

of surveyed users rate OneStream's **vendor support** as **excellent** or **good**.

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93%

of surveyed users rate OneStream's **ease of use for developers of planning applications** as **very good** or **good**.

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74%

of surveyed users reduced their costs with OneStream.*

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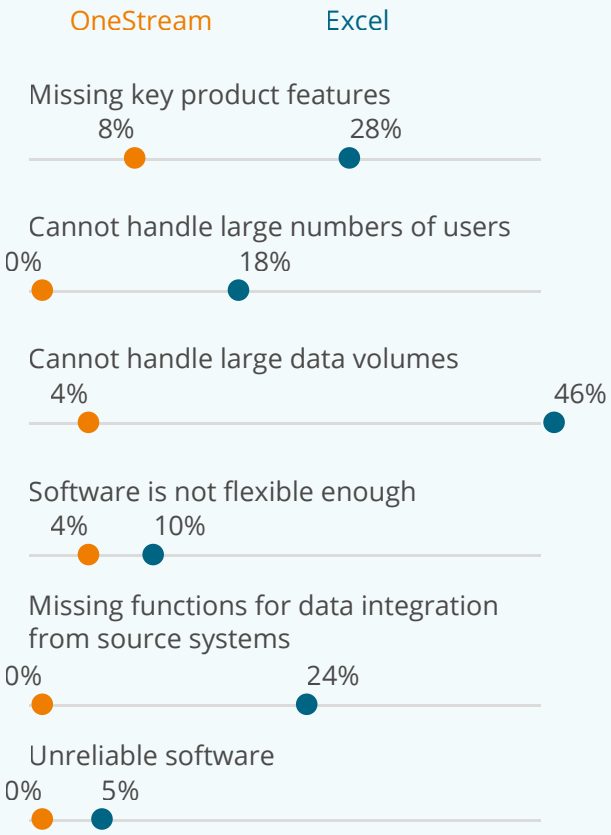
** Based on the aggregate of "high" and "moderate" benefits.*

BARC Comment

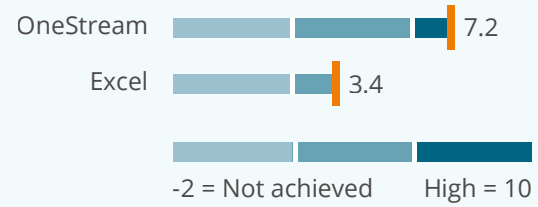
With 35 top ranks and 55 leading positions, OneStream achieves an outstanding set of results in this year's Planning Survey. Excellent ratings in KPIs such as *Business Benefits, Recommendation, Product Satisfaction, Customer Satisfaction* and *Functionality* underline OneStream's leading position in the planning software market. Companies can benefit from using OneStream in terms of improved software user satisfaction, increased planning frequency and better integration of financial planning with operational planning. 96 percent of OneStream users say they would "definitely" or "probably" recommend their planning product to other organizations – a great indicator of customer satisfaction with the vendor and its product.

The Planning Survey 24: OneStream vs. Excel

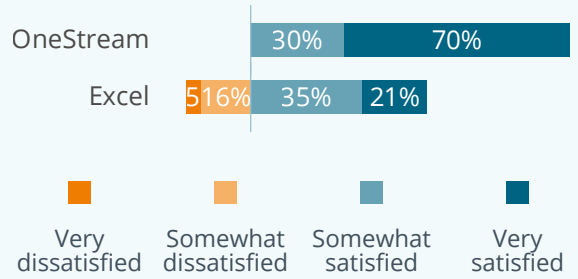
Problems encountered by OneStream and Excel users



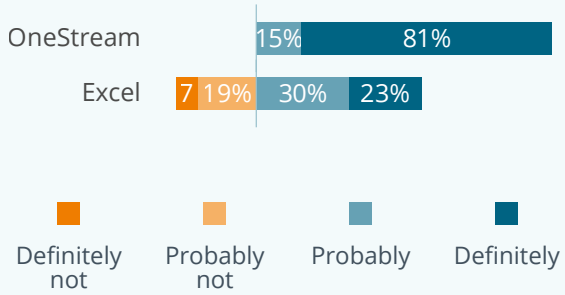
Business Benefits Index*



Satisfaction level**



Recommendation**



* 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

Data Decisions. Built on BARC.

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BARC is one of Europe's leading analyst firms for business software, focusing on the areas of data, business intelligence (BI) and analytics. The company was founded in 1999 as a spin-off of the chair of Business Administration and Information Systems at the University of Würzburg, Germany. Today, BARC combines empirical and theoretical research, technical expertise and practical experience, and a constant exchange with all market participants to provide market-leading research publications, events and advisory.

Research

BARC user surveys, software tests and analyst assessments in blogs and research notes give you the confidence to make the right decisions. Our independent research gets to the heart of market developments, evaluates software and providers thoroughly and gives you valuable ideas on how to turn data, analytics and AI into added value and successfully transform your business.

Consulting

The BARC Advisory practice is entirely focused on translating your company's requirements into future-proof decisions. The holistic advice we provide will help you successfully implement your data & analytics strategy and culture as well as your architecture and technology. Our goal is not to stay for the long haul. BARC's research and experience-founded expert input sets organizations on the road to the successful use of data & analytics, from strategy to optimized data-driven business processes.

Events

Leading minds and companies come together at our events. BARC conferences, seminars, roundtable meetups and online webinars provide more than 10,000 participants each year with information, inspiration and interactivity. By exchanging ideas with peers and learning about trends and market developments, you gain new impetus for your business.

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