

Corporate Performance Management Solutions for Mid-Market Enterprises

SMB Readiness Grid: Mid-Market CPM Solutions

June 2010

Report Alert

ANALYSTS: SANJEEV AGGARWAL, LAURIE MCCABE

Abstract:

In today's fast-paced and volatile business climate, midsize businesses need a clear vision, financial agility, and strong collaborative capabilities to drive better-informed business decisions. Mergers, acquisitions, new business models and increasing regulatory requirements heighten the importance of having accurate, flexible tools to support corporate forecasting, budgeting, reporting, scorecard, and compliance functions.

Many mid-market companies currently use Microsoft Excel spreadsheets, email, shared folders and other ad hoc tools for these tasks but are finding significant shortcomings with this approach. As a result, more businesses are evaluating corporate management (CPM) solutions as a way to get these jobs done faster, more efficiently and more accurately.

More CPM solutions are available that are specifically designed to meet mid-market requirements than in the recent past. However, vendors' definition of the "mid-market" varies widely from vendor to vendor--and so do pricing, solution capabilities and deployment options.

By taking the time upfront to conduct a thorough internal needs assessment and external vendor evaluation, mid-market firms will be well-positioned to select the CPM solution best-suited to their corporate needs--and reap the benefits of a more connected, productive and efficient planning process.

This report:

- Highlights the challenges that mid-market firms face in the corporate performance area
- Examines how CPM solutions help mid-market companies address planning and budgeting requirements.
- Analyzes seven vendors' CPM solution readiness for the mid-market, evaluating company strengths, solution capabilities, and marketing strategies relevant to this midsize market.

Vendors covered: Adaptive Planning, Clarity Systems, Host Analytics, IBM Cognos Express, Longview Solutions, Microsoft, PROPHIX Software, SAP BusinessObjects Edge.

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*SMB Readiness Grid: Mid-Market CPM
Solutions*

Sanjeev Aggarwal, Partner

Laurie McCabe , Partner

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