

Adaptive Insights Product Report

2015

Based on 25 reviews/ratings of Adaptive Insights
on TrustRadius

trustradius™

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About this Report

This report is designed to help you make a more informed, confident decision. It is based upon 25 in-depth authenticated user reviews of Adaptive Insights on TrustRadius, the leading community for professionals who use business software to exchange candid insights to make smart decisions. The report includes data from ratings on TrustRadius, and independent research.

Assessment Criteria

Most Corporate Performance Management tools share common features. However, the way those capabilities work and how vendors operate are not the same. Here are some factors to keep in mind for your evaluation:

- **Who they are designed for?**
 - **Company size focus:** some tools are designed for large enterprises, while others for small or medium businesses.
 - **Cloud vs. on-premise deployment:** CPM tools were originally designed for large enterprises and these products like Oracle Hyperion, IBM Cognos TM1 and SAP Business Planning and Consolidation are typically on-premise solutions. A number of more agile cloud products have appeared more recently and these products have been very successful as they are much less dependent on IT support and offer very agile self-service functionality at a considerably lower cost.
- **Viability/future:** If they are privately held, what is their level of funding? What is the probability they will remain in business, be acquired? If recently acquired, is the acquirer investing in the product?
- **User ratings:** Ratings are an important guide of user sentiment. They should however be the sole reason to pick a solution. It's most important to make sure it aligns to your objectives. You can filter [Adaptive Insights reviews](#) by company size, industry etc. on TrustRadius.
- **Feature set:** Feature sets vary widely with some vendors offering a range of product versions aimed at customers of different sizes and levels of sophistication, while others offer a much narrower range of options.
- **Product Development Focus:** Is their focus aligned to your needs?
- **Price:** Price ranges from several hundred dollars per month for point solutions to several hundreds of thousands of dollars for enterprise level, on-premise solutions.

Company Overview

Company status	Privately held
History	<ul style="list-style-type: none"> Adaptive Insights was founded in 2003 by Rob Hull and is headquartered in Palo Alto, CA. Rob is now the Founder and Chairman. The company raised \$45m in venture capital in May 2013, bringing the total raised to \$100 million. In 2009, the company partnered with NetSuite which resells Adaptive Planning as NetSuite Financial Planning.
2013 revenue est.	<ul style="list-style-type: none"> Not disclosed but annual growth rate is around 80%
Customers	<ul style="list-style-type: none"> 2,500+ customers While Adaptive Insights has customers of all sizes, the value proposition is well suited to medium-sized organizations using Excel, and looking for a more robust way of building departmental budgets that can be easily shared and consolidated. However, the product is also frequently chosen as a solution in large enterprises where it is used for projects due to its flexibility and agility. Some of these departmental deployments eventually turn into full enterprise deployments where Adaptive becomes the corporate standard product. Fully one third of Adaptive's customers are now large enterprises over \$500m in revenue.
Employees	400+
Product Overview	<ul style="list-style-type: none"> Adaptive Planning was the original company name, and Adaptive was the first pure-play, multi-tenant SaaS product to enter the CPM market. The product provides revenue planning, budgeting and forecasting, sales planning and forecasting capabilities. The company changed its name to Adaptive Insights in February 2014 to reflect the expansion of its offerings following the earlier acquisition of dashboard vendor MyDials in 2011, and now provided as Adaptive Discovery. In addition to the core Adaptive Planning and two versions of Adaptive Discovery (Professional and Enterprise), the company also offers a separate module for account consolidation (Adaptive Consolidation) built on the same database as Adaptive Planning, a reporting add-on (Adaptive OfficeConnect) providing MS office based financial reporting across Excel, Word and PPT, and an integration layer provides pre-built connectors to various GL systems in addition to Salesforce and other external systems enabling integration of that data into the platform.

Product Summary

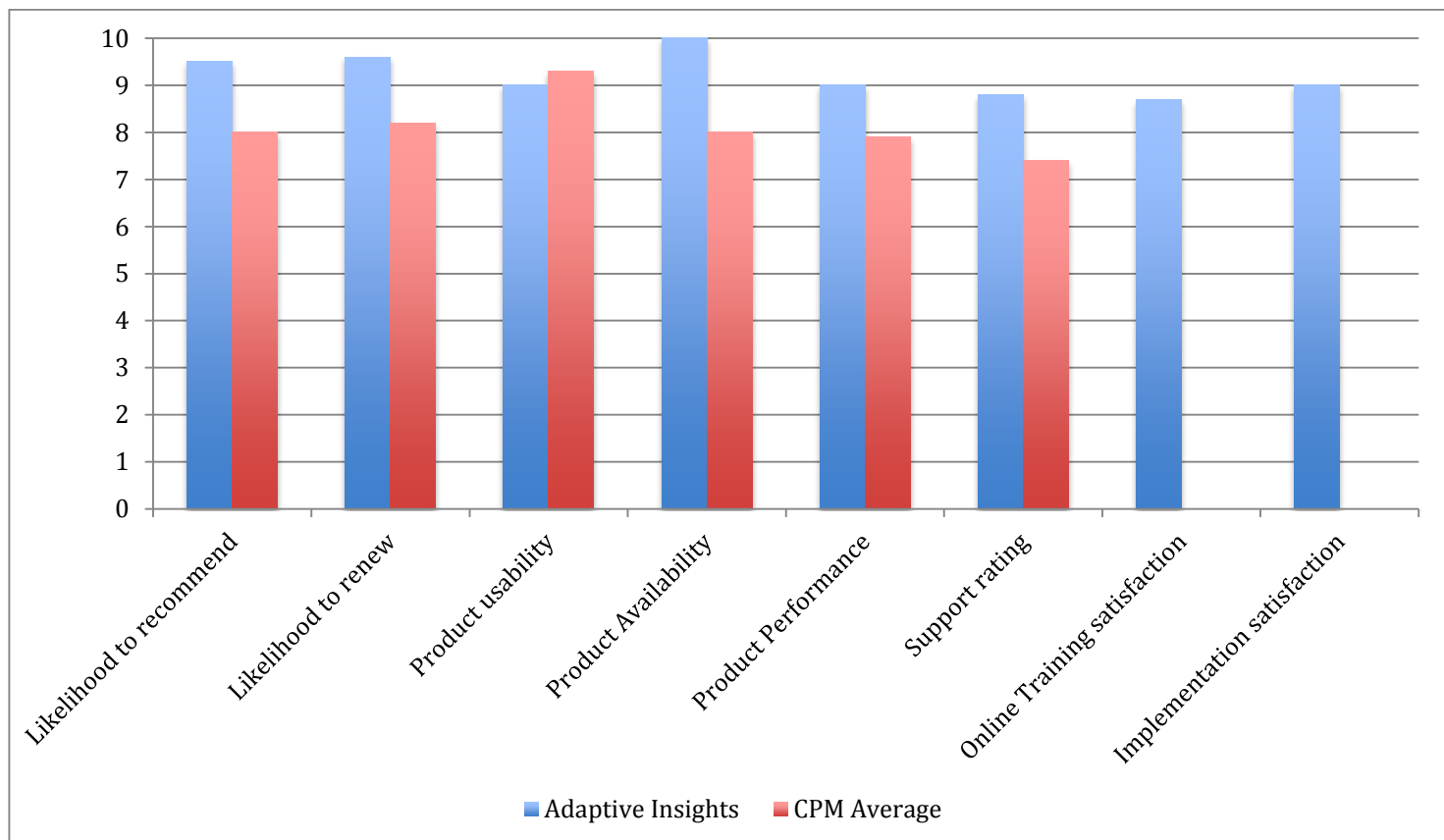
	Adaptive Insights
Best Fit For	<ul style="list-style-type: none"> • Growing companies struggling with Excel to manage the budgeting and planning process who need a more flexible and scalable tool to increase efficiency. • Large enterprises using an enterprise on-premise system that need an agile cloud system for new initiatives, divisions and acquisitions. • Companies that require fast implementation without onerous upfront investments in hardware and software.
Value Proposition	<ul style="list-style-type: none"> • Intuitive, flexible SaaS software for budgeting and financial planning with additional capabilities in financial consolidation, reporting, and analytics. • No disruption to data center and CapEx expense for new hardware / infrastructure. • Short time to value with very quick deployment with limited training required. • Exemplary customer service.
Usability	<ul style="list-style-type: none"> • Excellent user interface. • Some effort required to set up, but once running, the product is very easy to use by non-technical staff
Integration	<ul style="list-style-type: none"> • Adaptive Insights provides Excel import capability along with connectors to any GL, ERP, CRM or HR system or any data warehouse whether on premise or in the cloud. • There is a Salesforce-specific version of the product that has been designed to provide sales forecasting, quota planning, analytics and reporting for the Salesforce platform. • NetSuite has while-labeled Adaptive Planning under the name NetSuite Financial Planning.
Feature Set	<ul style="list-style-type: none"> • The core Adaptive Planning product provides expense and revenue planning, balance sheet and cash flow planning, self-service reporting, analysis, and dashboards. Its sophisticated calculations, allocations, and currency management. The feature set is designed to centralize all the activities of a budgeting and planning process with strong workflow capabilities. • In addition, the Adaptive Insights suite includes dashboard and scorecard visualization capabilities, data integration, budget consolidation and a Microsoft Office reporting add-on.
Pricing	<ul style="list-style-type: none"> • Adaptive Insights pricing is available on request • Subscription pricing depends on the product options selected, the number of instances, the number and type of seats licensed, connectors, which are sold separately, and also the duration of the contract.

Comparative User Ratings

Adaptive Insights scores well above the CPM product benchmark on TrustRadius across the board. This key Likelihood to Recommend metric is almost a full point and a half higher than the category average which represents a significant advantage over the competition.

	Adaptive Insights	CPM Average
Likelihood to recommend	9.5	8.0
Likelihood to renew	9.6	8.2
Product usability	9.0	9.3
Product Availability	10.0	8.0
Product Performance	9.0	7.9
Support rating	8.8	7.4
Online Training satisfaction	8.7	NA
Implementation satisfaction	9.0	NA

Source: In-depth end-user reviews on TrustRadius, N=25



Strengths & Areas for Improvement

The following is a distillation of product strengths and areas for improvement, which emerge from the 25 end-user reviews of the software on TrustRadius.

Strengths	Areas for Improvement
Reporting <ul style="list-style-type: none">• Very intuitive reporting interface makes it easy to create, modify and run multiple reports. Much quicker than Excel.	Ability to customize <ul style="list-style-type: none">• Would love to be able to change the look and feel of sheets by doing things like adjusting column widths.
Budget versioning and forecasting <ul style="list-style-type: none">• Adaptive Insights makes it easy to create multiple versions of the budget for side-by-side comparison and to lock down a final version. Also strong forecasting capabilities	Formula builder <ul style="list-style-type: none">• Users report that it can take a while to master the syntax for complex formulas.
Integration/connectors <ul style="list-style-type: none">• Strong ability to bring in data from ERP and other external systems making it be available for planning and budgeting purposes	Java updates <ul style="list-style-type: none">• <i>While addressed in the most recent version of Adaptive</i>, the product previously used to rely on a Java applet for sheets.
Customer Service / Responsiveness <ul style="list-style-type: none">• Customer service team is outstanding and provides excellent training and technical support. They are also very responsive to suggestions for future features	Documentation / online help <ul style="list-style-type: none">• Several users mention that the help could be more comprehensive and one user suggests that a monthly Newsletter with tips and tricks / recent enhancements would be helpful

Customer Comments

Adaptive Insights Strengths

The core budgeting and planning capabilities are strong across the board:

Adaptive allows us to get our monthly financial reports in the hands of our users very quickly, accurately and reliably. The ability to rapidly generate these standard reports, as well as ad-hoc analysis with speed and accuracy is a huge strength upon which we rely. [Robert Scrimshaw Finance Analyst III at Mayo Clinic](#)

Adaptive Insights has a great hierarchy and GL mapping system. When you work with thousands of lines of different types of incomes or expenses, having a nice structured mapping will save tons of time when trying to find something. Which will lead more time for analysis. [Analyst in Finance and Accounting at a Banking company with 201-500 employees](#)

Adaptive Insights provides a level of accuracy and dependability that Excel models cannot approach. The task of budgeting and reporting becomes an exercise in analysis rather than data validation. Models become less uncertain when the potential for simple formula errors is eliminated. [Michael Bright, Director, Financial Planning Analysis at Teachscape](#)

Adaptive Insights is a blessing. With 100+ locations I am able to budget 100+ separate P&Ls and Balance Sheets at once pretty easily. Adaptive gives an ability to apply assumptions at the corporate level down to a segment, location or even department. It is very flexible, and can be easily adopted to any business model and updated to answer the changing needs of the company...Upper management wanted to switch to Oracle Budgeting about a year ago - after a preview - there was no question that Adaptive had superior functionality and better customer service. As a result - we've signed with Adaptive for 5 more years. [Olya Brase, Executive Business Analyst at Titan Machinery Inc](#)

Adaptive Insights Areas for Improvement

The only significant shortcomings mentioned by users focus on lack of customization capability and the complexity of formula building.

I would love to see the ability to format and customize the look and feel of the sheets, as that is where many of our users spend the majority of their time looking at data. Also, the ability to combine graphical reports with our sheets would allow more rapid acceptance of the system as a one stop shop for financial and operational insights into information. [Robert Scrimshaw Finance Analyst III at Mayo Clinic](#)

It's similar to spreadsheets in a lot of respects, but formulas don't work 100% like they do in Excel and you will create a lot of custom accounts, sheets, etc. that require a little getting used to (along with getting used to a cloud based tool). [Jim Gamble, Consultant at Bridgepoint Consulting, LLC](#)

Their reporting module is great, but I think it could be improved upon. Their OfficeConnect product is a huge step forward in that direction. [Kevin Bradshaw, Finance Director at Gentiva Health Services](#)

Adaptive Insights ROI

Budgeting and forecasting activities are significantly faster than traditional processes:

Adaptive Insights has cut our planning cycle by about 75%. Since we have adopted the rolling forecast concept in Adaptive, our plans almost generate themselves. The operational drivers become an integral part of the data we gather, as they drive future financials and provide a road map as to where we are heading. [Robert Scrimshaw Finance Analyst III at Mayo Clinic](#)

The main benefit for YBCA so far has been to reduce the amount of time the finance staff (and department directors) spends on the budgeting and forecasting process, and to reduce the number of errors (which were so easy to make in Excel!) [Claire SunSpiral, Finance Director at Yerba Buena Center for the Arts](#)

Adaptive helped us significantly decrease budgeting prep time, and made our budgeting process more streamlined and accurate (which is extremely important with roll up of 100+ P&Ls) [Olya Brase, Executive Business Analyst at Titan Machinery Inc](#)

Adaptive Insights Alternatives

Many Adaptive customers transition from MS Excel and the increases in reliability and efficiency are considerable:

It has freed me (the CFO) to do a lot more analysis and comparisons rather than trying to manage spreadsheets. [C-Level Executive in Finance and Accounting at a Retail company with 201-500 employees](#)

The only alternative I've used is reporting from Excel and Access. Both are manual procedures that don't stack up to the automation that we get from Adaptive. [Chris Snelling, CFA, Senior Financial Analyst at Johnson Health Tech NA](#)

Adaptive Insights Customer Care

Focus on customer satisfaction is a competitive advantage:

“Adaptive has demonstrated their commitment to creating, maintaining, and developing an outstanding product and they have demonstrated to me that they truly care what their customers need and want from the system. They want all users to be successful and this shows in the way they manage their clients and the way they develop the software. I will implement Adaptive at any future organization that I work with and I know several other Finance Directors who have done the same!” [Claire SunSpiral, Finance Director at Yerba Buena Center for the Arts](#)

Adaptive Insights also does a great job in customer service. Whenever I have a question, I can always get an answer that day. They have even introduced me to other users in my area that have shown me several tips and tricks. This is very important because the more you know about a system the more you can do. [Analyst in Finance and Accounting at a Banking company with 201-500 employees](#)

Adaptive Insights Overall Satisfaction /Willingness to Recommend

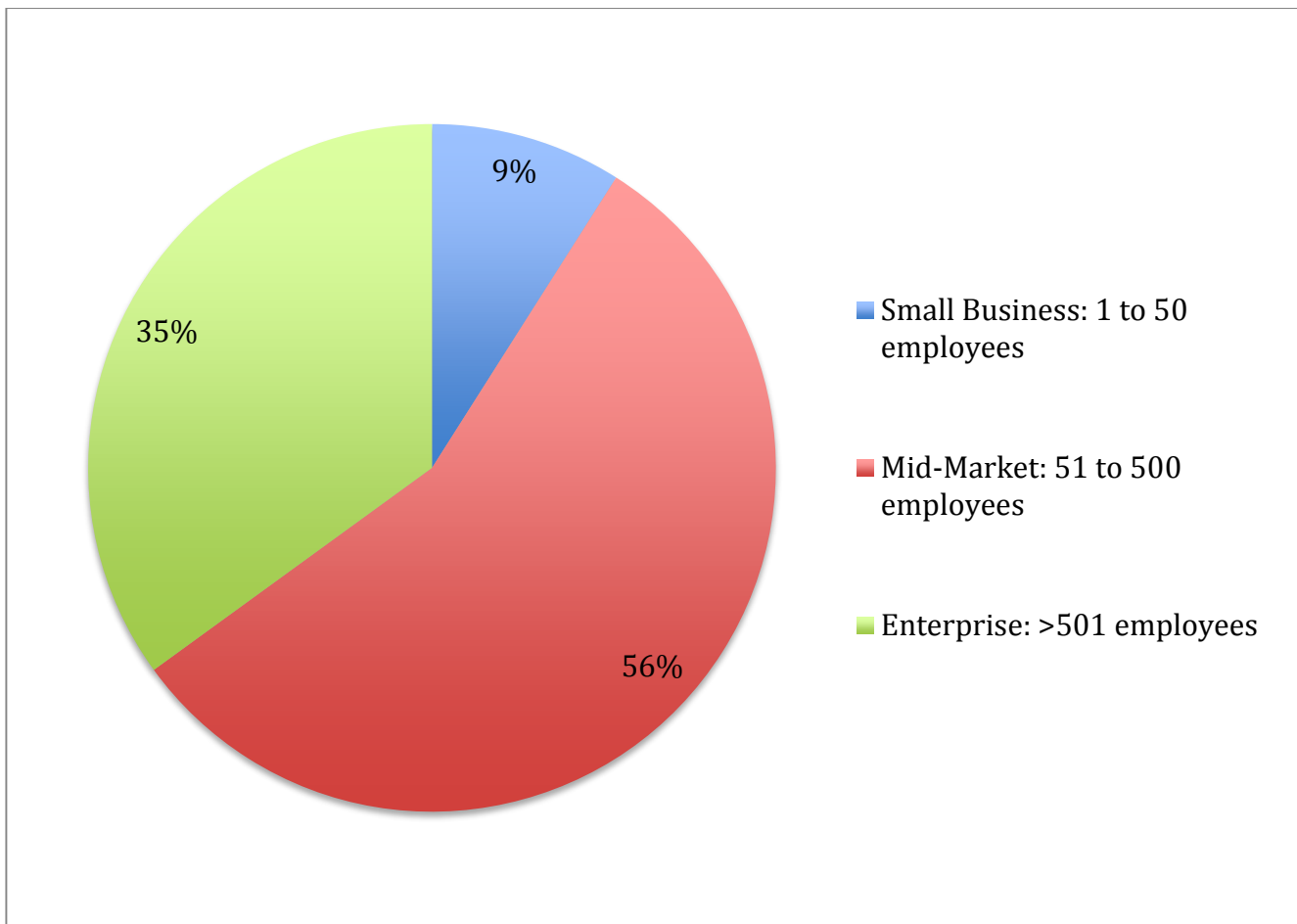
Most reviews indicate a very high willingness to recommend the product to others:

I've recommended and implemented Adaptive Insights for over 20 clients since 2006 to address their need of a comprehensive performance management solution or are upgrading from Excel to address planning, consolidation and reporting needs. Adaptive's solution flexibility, comprehensiveness and commitment to service excellence are just a few of the reasons I'm very happy with the product. [Bob Katz, CMA, CFM, CFP® President at Financial Analysis and Control Technology Services LLC](#)

I started with less than 5 active users and two years later we now have 70+ users imputing budgets and taking responsibilities for their forecasts. No longer do I hear "those are finance's numbers" because I don't put any data into the system. It is amazing and I highly recommend it. I have used SAP and [Hyperion](#) and they can't touch the flexibility of Adaptive. [Director in Finance and Accounting at an Information Technology and Services company with 501-1000 employees](#)

Customer Mix (Size) Comparison

Based on reviews on TrustRadius, a little over half of Adaptive's customers are in the Mid-Market segment according to our definition of Enterprise as 501+ employees. Although Adaptive's own customer segment sizing is based on revenue rather than employee count, it tracks very closely to this data. The size of the Enterprise segment is almost identical in each case.



Adaptive Insights Customer Mix (based on 23 full reviews on TrustRadius)

Interview with Paul Turner, Adaptive Insights VP Product Marketing



What is the problem that Adaptive Insight solves in the CPM market?

From mid-sized to multimillion dollar companies, there is a high level of dissatisfaction with current budgeting, planning, reporting and analysis processes. When we speak with finance professionals, they tell us that they are struggling with the risks and effort required for manual Excel based budgeting and planning processes, while enterprise finance organizations are frustrated with having to deal with the difficulty of managing and updating traditional solutions to. Our value proposition is an easy-to-deploy and use cloud solution that puts Finance back in control, making it incredibly efficient for finance professionals to roll out new plans and analytics less risk, effort, and resources.

How does Adaptive Insight solve that problem exactly?

We provide finance organizations with the confidence of using a cloud CPM application that's used by 2,500 customers across 85 countries. Adaptive makes it easy for managers to enter plans and forecasts, while centralizing all of the calculations, rollups, and validation, and providing workflow to ensure that the process drives through to completion. We provide a single environment with planning, reporting, and dashboards all in one suite, so business users can budget, forecast, perform short or long range planning, create management reports and board books, and dashboards to track revenue and expenses against plan.

What are the main benefits of this approach?

The benefits of our product are that there is a 70% to 80% speed increase in terms of the planning and reporting process. There are also huge increases in efficiency in terms of resource allocation – instead of having two or three people in FP&A focused on getting the spreadsheets out, those people are now focused on analytics and understanding the forecast. The third benefit is cost reduction versus traditional planning solutions like Oracle Hyperion or IBM Cognos.

Who is your ideal customer?

The typical buyer is an FP&A manager, VP finance or a CFO across a wide range of industries, from mid-size companies to multi-billion dollar enterprises. Within enterprises, which have existing planning and reporting systems we are often brought in to help with a specific Initiative like an acquisition, or to standardize planning across division used in tandem with their existing system, so they can achieve a more agile and reliable planning and reporting process.

Let me summarize your reviews briefly and have you react. Reviewers say that your reporting interface is intuitive and that budget versioning and forecasting is also very easy – certainly much easier than with Excel. The connectors for bringing in external data are popular, and there is almost universal praise for the high level of customer service. On the room for improvement side, reviewers say that they would like to be able to customize the look and feel of sheets, and that the formula builder is a little difficult to learn. Additionally, several people mention the Java update issue, which I believe, has now been fixed. The only other complaint is that documentation and online help could be improved.

We used to use Java in sheets, which, provided a strong experience since the inception of the company, but we upgraded it in 2014 to HTML when we felt we could achieve the same level of interactivity. Strong customer satisfaction is an incredible focus area for us – everyone is focused on making our customers successful throughout the company – from our product team, to services, to sales and marketing. In fact, it's frequently the reason that people choose us, and we are proud to count many CFOs who are serial Adaptive customers.

Can you share any information on what you are working on for future releases?

We will continue our strong focus on Corporate Management and Business Intelligence across the organization – finance, and beyond, while providing a world-class user experience, together with improving reporting and integration capabilities even further.

About TrustRadius

TrustRadius is the leading site for business software users to share real-world insights through in-depth reviews and networking. We help users make better product selection, implementation and usage decisions. Every reviewer is authenticated and every review vetted before publication. Unlike simple rating sites, TrustRadius reviews are structured and substantive, averaging more than 400 words each. Reviewers can also update their reviews to keep them current. Founded by successful entrepreneurs and backed by the Mayfield Fund, TrustRadius is bringing transparency and efficiency to the \$3.7 trillion business technology market

To learn more, visit www.trustradius.com