

Adaptive Planning gives its performance management wares a makeover, touts progress

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Event summary

- Adaptive Planning 5.5 will be available in German, French, Spanish and Japanese in March in a bid to take it into new geographies beyond the mainly English-speaking countries using it today. It's looking to tier two partners to do other translations.
- The latest release, which has been available since January, also draws on a new OEM deal with Pervasive Software for its Data Integrator tool, which has been rebranded as the Adaptive Planning Connector. It also includes new collaborative features.
- We're told the firm has 445 paying customers (it had 250 in June 2008), is funded through 2009 and closed its largest quarter ever in the third quarter of 2008. It's reportedly moving closer to cash-flow break-even, and is still in growth mode.

The 451 take

The advent of non-English releases should increase the firm's reach into new geographies and thereby take it onto more of a global stage. New back-end integration features are a welcome addition. In general, Adaptive Planning seems to be weathering the current economic storm. We're told, for example, that it added 80 customers in the December quarter and a further 20 in the first five weeks of this year; deployments have gone from departmental to enterprise-wide in the last year. That said, the software-as-a-service (SaaS) model relies on an active renewal count. Although it has on-premises counterparts, too, we think the firm needs to keep renewal rates high to ensure it continues to thrive.

Details

Multilingual versions in **Adaptive Planning** 5.5 are a first – a Japanese version appeared in 2007 but used one-off source code. The OEM deal with **Pervasive Software** was struck to enhance integration features of the midmarket budgeting, forecasting and reporting offerings by using Data Integrator's 150-plus connectors to automate imports of data into it from general ledgers, databases and files – replacing the flat file transfer process used in predecessors. The first connector costs \$80, and successors cost \$40 per user per year. New data-mapping features, enhancements to the Web-services API and further features for collaboration are also in 5.5. The latter comprise a new interface to enable users to add notes to individual cells on sheets and an audit-trail facility to track, view and search the history of

user-entered changes for every cell in the plan. All the above – plus new support for the **Mozilla** FireFox browser – are available in Corporate and Enterprise Editions. Express Edition sports multi-language releases and FireFox support only.

We're told its success in the midmarket is due in part to an ability to serve this cost-conscious sector – average deals are \$15,000 for the first year of subscription/services for a 15-20 seat rollout. Prudent growth means headcount is to rise to around 80 by year-end, and it's reportedly doing well in manufacturing, healthcare and nonprofit organizations, too, of late.

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