

PHOCAS WINS BI VENDOR OF THE YEAR AWARD



October 14th, 2009. Phocas has been awarded the BI / CPM Vendor of the Year at the prestigious 2009 Software Satisfaction Awards, announced in London on October 8, 2009.

Phocas was voted ahead of other well-respected contenders for the award, including:

- SAP Business Objects
- IBM Cognos 8 v4 – from IBM
- Oracle Hyperion Planning – from Oracle
- Inca Planning - from Inca Software
- COA Solutions People Analytics – from COA Solutions

After accepting the award, Phocas Inc. President, Myles Glashier, said, “winning the SSA BI/CPM customer satisfaction award is a wonderful expression of confidence from our customers. It comes as a result of our unique ‘Keep it simple’ approach to BI. Our customers are always telling us that PHOCAS is a radical change from the other complicated tools they have previously used. I’m delighted. I thank our customers for taking the time to vote, and for their loyal support”.



Phocas Managing Director Paul Magee (left) and President Myles Glashier accepting the award

About the Award

The Software Satisfaction Awards 2009, organised by Sift Media, are unique in that they are voted for by end-users of business software, and not a judging panel. This allows the most important decision makers – customers – to acknowledge satisfaction with PHOCAS as a product and Phocas as a company.

In total, **over 8,100 votes** were cast across the 20 award categories, making the survey one of the largest individual pieces of business opinion research in the UK, not to mention a fantastic level of response from the software user community. For full details, please visit www.softwaresatisfaction.co.uk

The Results

"The Software Satisfaction Awards act as a valuable guide for businesses looking to purchase the very best software systems". Says Darren Falkingham, Head of Marketing at Sift Media. "PHOCAS dominated the BI/CPM Vendor of the Year category, whilst at the same time posting the highest customer scores. This is evidence of not only excellent customer satisfaction, but also of the strong relationships that exist between PHOCAS and its client base."

The voting system was based on 4 key attributes. PHOCAS scored an average of 3.67 out of 4.00, with the score for each attribute as follows:-

- Functionality 3.75
- Reliability 3.68
- Ease of use 3.74
- Value for money 3.53

The survey also asked respondents for their 'overall satisfaction' with Phocas as a provider – and the average here was 3.70 out of 4.00. Falkingham was quick to point out that, compared with previous winners of this award, “PHOCAS has excelled – achieving a 'double whammy' of both a much higher average rating, alongside a significantly greater share of vote”.

After viewing the results, Phocas Managing Director Paul Magee said “I would like to thank our development and support staff for their hard work in delivering a truly brilliant and ground breaking new product and achieving the highest level of customer support. It is because of their commitment that we have received this award.”

About Phocas

Phocas is the world leader in Simple, Results Driven, Business Intelligence Software.

Established in 1999 by pioneers in the ERP sector, Phocas has quietly established a global reputation with thousands of users throughout North America, Australia, Asia and Europe.

Our philosophy is based on simplicity. We allow people who deal with huge volumes of data to make better more informed decisions that drive efficiency and increased profitability. www.phocas.biz