

	HOME GROWN	NATIVE REPORTING	SELF-SERVICE BUILDER	FULL-SERVICE BUILDER	LITE METRICS	SPECIALTY
Examples	Excel, Google Sheets	Salesforce, Bullhorn, ZenDesk	Tableau, Spotfire, Qlikview, DataHero	Domo, Birst, Good Data, Wave	Geckoboard, Grow.com, Mixpanel	FunnelSource, Bright Funnel, Hoopla, C9
STRENGTHS	<ul style="list-style-type: none"> Very customizable Everyone's familiar with tools 	<ul style="list-style-type: none"> Reporting & Data in Same Place See where data is coming from Already rolled out to company Real time data access 	<ul style="list-style-type: none"> Flexible Multi-data Source Powerful 	<ul style="list-style-type: none"> Multi-Data Source Flexible and Customizable Cross Object/Source Reporting 	<ul style="list-style-type: none"> Fast Time to Value No Analyst Required User Friendly Multi-Data Source 	<ul style="list-style-type: none"> Strong in a specific area
WEAKNESSES	<ul style="list-style-type: none"> Manual and time consuming Need to know what/how to build Accessing data is time consuming Data isn't fresh because updating data is hard. No access to historical data 	<ul style="list-style-type: none"> Reports are basic No complex or predictive analysis No access to historical data 	<ul style="list-style-type: none"> Built for Analysts Only Not End-User Friendly Slow Time to Value Snap Shots to Build History Hard to Share Data w/ Team 	<ul style="list-style-type: none"> Slow time to value/long implementation Need snapshotting for history Need Admin/Analyst to support 	<ul style="list-style-type: none"> Limited customizations. Simple metrics No cross object/source reporting No historical data 	<ul style="list-style-type: none"> Narrow Focus No historical data No cross object/source reporting
WHY IS2 IS BETTER	<ul style="list-style-type: none"> Fast Time to Value Built for Business Users Heavy Lifting Done for You 400+ Best Practice Reports Access Historical Data Day 1 Answers to Business Questions ...Not Just Simple Metrics/Reports Cross Object/Data Source Data is Fresh. 	<ul style="list-style-type: none"> Fast Time To Value Built for Business Users Heavy Lifting Done For You 400+ Best Practice Reports Access Historical Data Day 1 Answers to Business Questions ...Not Just Simple Metrics/Reports Cross Object/Data Source Data is Fresh. 	<ul style="list-style-type: none"> Fast Time To Value Built for Business Users 400+ Best Practice Reports Access Historical Data Day 1 Answers to Business Questions...Not Reports. Save your Analyst's time for Tough Stuff Cross Object/Data Source Data is Fresh. 	<ul style="list-style-type: none"> Fast Time to Value Built for Business Users 400+ Best Practice Reports Access Historical Data Day 1 Answers to Business Questions 	<ul style="list-style-type: none"> 400+ Best Practice Reports Access Historical Data Day 1 Answers to Business Questions ...Not Just Simple Metrics Cross Object/Data Source Data is Fresh. 	<ul style="list-style-type: none"> Lens for Your Business Best Practice Reports Across Sales, Marketing, Service, Finance Access Historical Data Day 1 Answers to Business Questions ...Not Just Simple Metrics Cross Object/Data Source Data is Fresh.
PRICING						
SET UP/ IMPLEMENTATION COST	\$	\$\$	\$\$\$	\$\$\$\$\$	\$	\$
ON-GOING TCO	\$\$	\$\$	\$\$\$	\$\$\$\$	\$	\$
PROFESSIONAL SERVICES	No	Via Consulting Partners	Yes	Yes	Varies	Varies

InsightSquared has 0 implementation cost and low on-going costs. Chaps and CSM support is included in our price and for custom projects, we have a Client Services Team.