Northcraft Analytics vs. Splunk for ServiceNow

Roots and Leaves
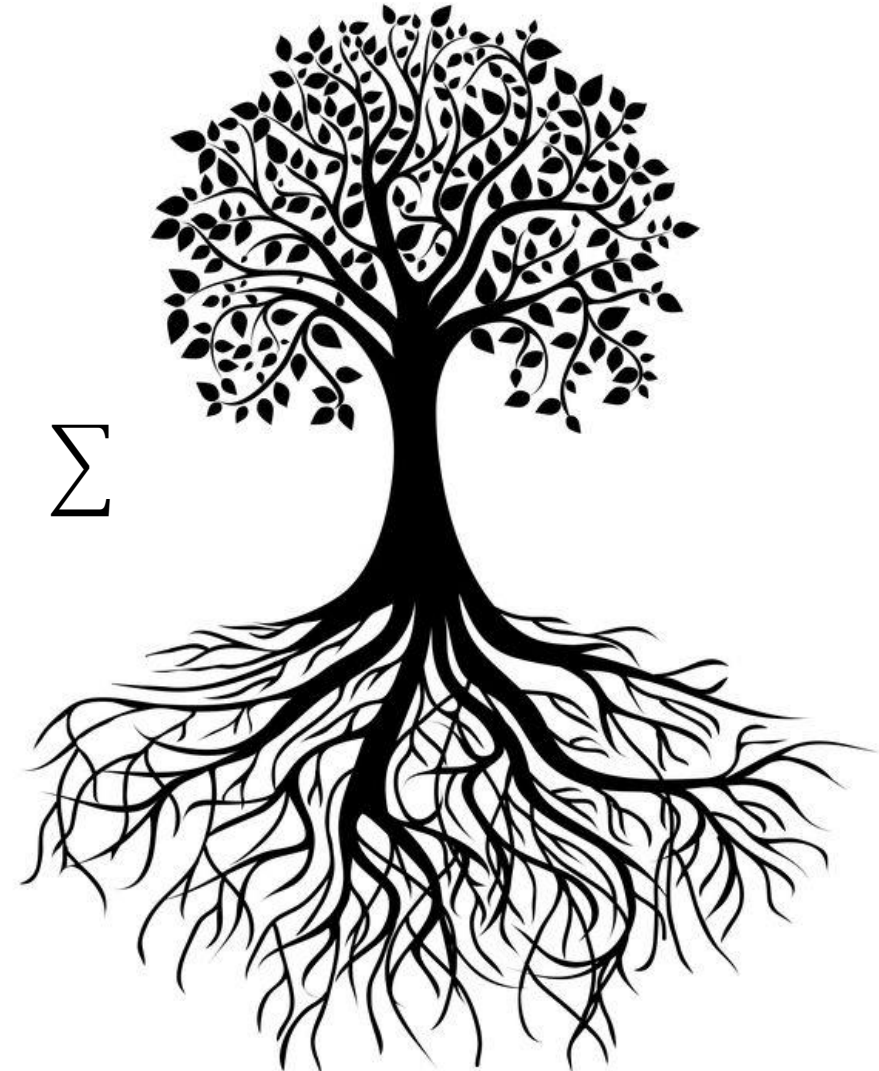
Northcraft Approach

Leaves — Display

- SharePoint Integrated Dashboards or Standalone
- Rapid Ad-hoc Excel Interface to Live Data
- Compatible with any BI presentation technology

Trunk — Prepare

- Multi-Dimensional Database for retrieval speed
- Integrate Multiple Sources (Drill Across)
- Thousands of Preconfigured Metrics
- Existing and Customized Metrics become available to all Display Levels

Roots — Obtain

- Rapid **Incremental** Preconfigured ETL

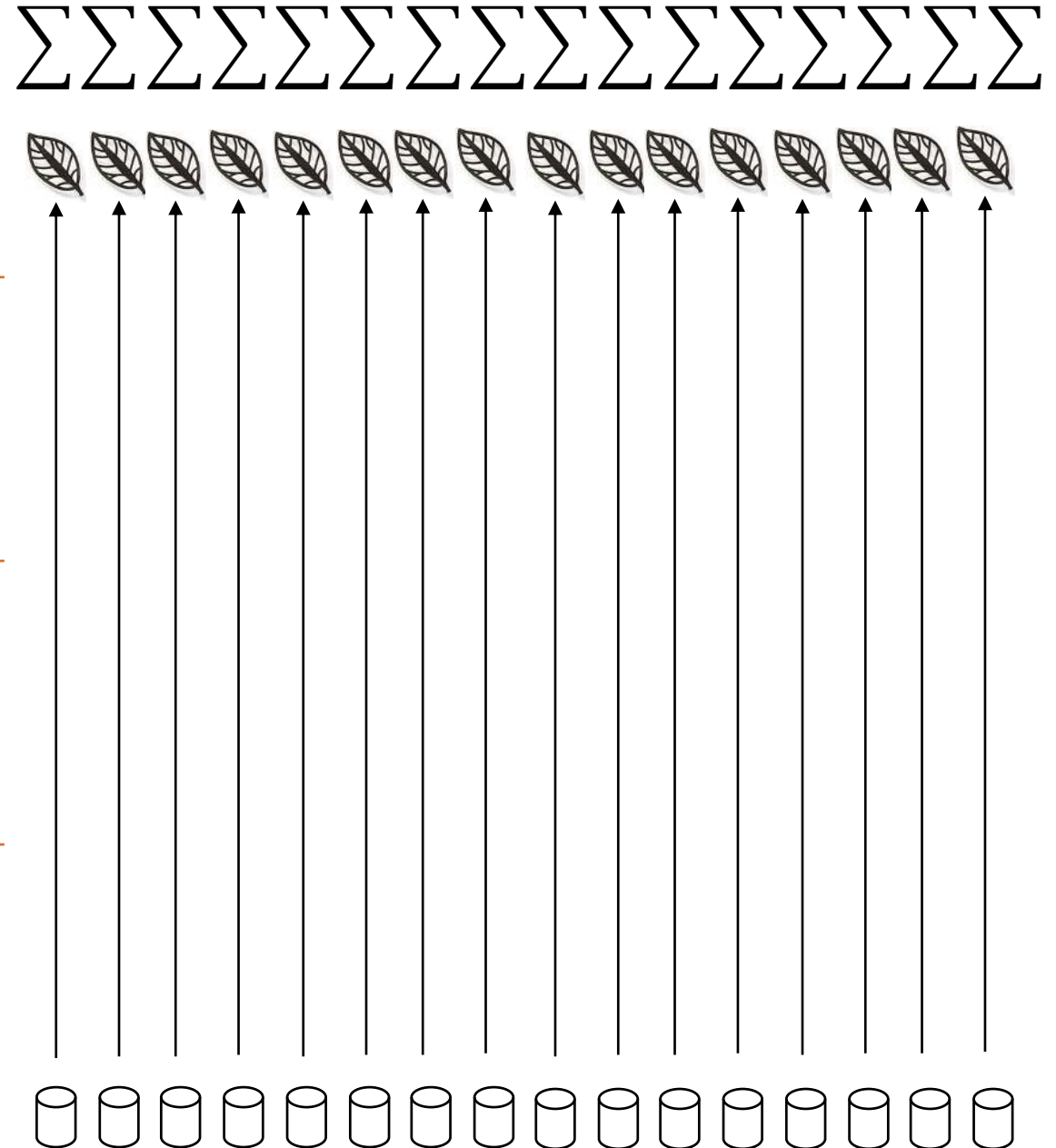Σ

Competitor's Approach

Leaves Display
- Metric Formulae are created in each dashboard
- Calculations have no common source

Trunk Prepare
- Not applicable

Roots Obtain
- Full selection from production database

Comparison Chart

Benefit	Northcraft Analytics	Splunk
Packaged Measures	2,600+	0
Packaged KPIs	300+	0, KPIs not supported
Drill-Across	Yes	No
Gartner Rated in I&O Business Value Dashboards	Top Rated	Not Included in Research
Licensing	Unlimited by Process Area	Data Volume
Unstructured Data	Requires Programming	Yes
Multi-Dimensional	Yes	Requires Programming
ETL Capability	Native	Requires Programming
Ad-Hoc Capability	Native, Presentation Layer Independent (Excel, Tableau, SAS, Etc...)	None, Requires Splunk Resource, Splunk only interface
BI Development Required	None	Significant

Project Phases

Competitor

Out of the Box

- Install
- Establish ETL
- Deploy OOB Content

Northcraft

1000s of OOB Metrics
1000s of OOB Business Attributes
Ad Hoc Capabilities through Excel
SharePoint Dashboards
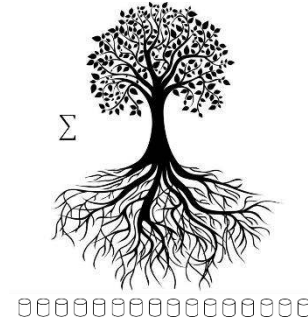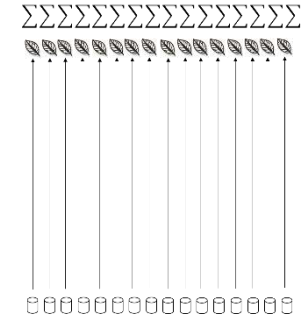
Immediate Value to Consumers

Competitor

No OOB Content

Customize

- Identify and Create Required Metrics not covered by OOB
- Identify and Create Required Visualizations not covered by OOB

New Metrics available to all
Dashboards
Rapid Development

Metrics Created individually for
each Dashboard
MDX coding

Sustain

- Ongoing Maintenance
- Evolving Analytical Requirements
- Maintain Metadata