

How Northcraft Analytics Compares with ServiceNow Performance Analytics in Fuji and Beyond...

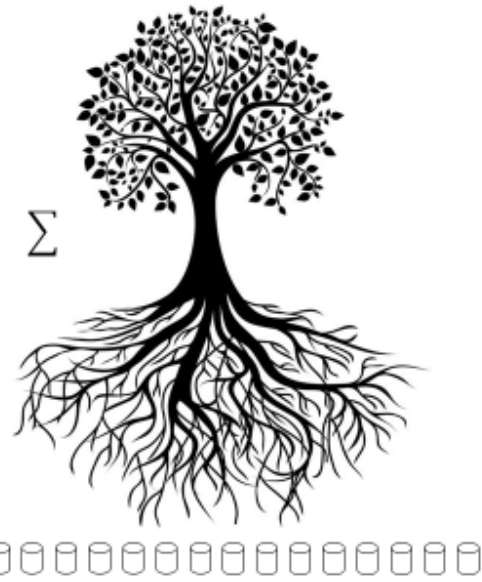
Northcraft Approach

- 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



Northcraft Analytics vs. ServiceNow

Comparison

| Benefit | Northcraft Analytics | ServiceNow Reporting & Performance Analytics |
|--|--|--|
| Packaged Measures and Key Performance Indicators | 5,000+ across 15 different BI Solutions, Over 1,000 for ServiceNow alone. | Around 100, But you need to learn two different calculation methods. One for ServiceNow (metric calculations) and another for Performance Analytics (Formula Indicators) |
| Formulae Available | 300+, Median, Standard Dev., Variance, etc... | Only Basic - Avg, Count, Min, Max and Sum |
| Gartner Top Rating in I&O Business Value Dashboards | Yes | No |
| Request Additional KPIs From Support | Yes, we will build them for you if you request it! | No, DIY and a throw-away skill. |
| Ad-Hoc Capability | Yes | No, long build time by administrator. |
| 300+ Visualization Types | Yes, through PowerBI, Tableau, Microstrategy, Excel and more. | Very few visualization types offered. |
| Pricing Model | Unlimited users, increase adoption as success is achieved module by module, rather than through user growth. | Incident Management is free (included), but Performance Analytics Premium is based on Annual Contract Value (per seat basically). |
| Accessible From Any Mobile Device | Yes, HTML 5 for browser and app. | Yes |
| Simplicity of Report Creation | See for yourself | Must learn two different (and less functional) proprietary methods |

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|---|---|---|
| 1 Intelligence Platform for Enterprise IT | Yes, Microsoft HOLAP architecture supports our 15+ available BI Applications. Do you really want 15 different embedded BI tools to learn? | No, ServiceNow Performance Analytics is a proprietary embedded BI tool that only works with ServiceNow. |
| Timeliness of Data | 1 Hour Old for Analytics Data, small data sets are real-time. | Default is 24 hour old data. Can be configured, but will choke on volume. |
| Use Case: Provide Access to Analysis for Approval Bottleneck With Related Changes and Tasks | Yes | No |
| Use Case: Look at One Year Performance Against SLAs and Drill-Down to Breached Incidents (for customers with 5,000+ incidents/month) | Yes | No |
| Use Case: Provide Access to Data About Intra-Group and Individual Assignment Bottlenecks | Yes | No |
| Record Limits | No | Practically speaking, yes, because of the performance impact on drill-down. |
| Report Suite | Dynamic, 600+, all reports are adjustable by KPI, Perspective, etc... | Performance Analytics is for scorecards, ServiceNow reporting is different, 2 tools. |
| Audit Trail Reporting | Yes | No, check out our licensing analytics product to see why this is important! |

