



SimpleKPI

The Predictability Problem

How 50 businesses buy software, judge value and think about AI in 2026

SIMPLEKPI RESEARCH

n = 50 respondents · Fieldwork January to March 2026

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HOW TO CITE THIS REPORT

SimpleKPI (2026). *The Predictability Problem: How 50 businesses buy software, judge value and think about AI in 2026*. SimpleKPI Research. Fieldwork conducted January to March 2026.

Foreword

We ran this survey to understand our own product. The more useful half of what came back had nothing to do with us.

Between January and March 2026 we asked 50 businesses thirty questions. Some were about SimpleKPI. Most were about the things around it: how they buy software, what makes them say yes, how they decide whether a price is fair, and what they make of AI turning up inside the tools they already pay for. The answers to that second group are what this report contains.

We have left the product questions out, and we should say why rather than let you wonder. They describe a version of SimpleKPI that no longer exists. We replaced it in August 2026 with a rebuilt application, and publishing findings about software we no longer ship would tell you something true in March and misleading by autumn. The market findings have no such problem. Nothing in the following pages depends on which release anybody was using.

What emerges is a picture of buyers who have stopped worrying about whether cloud software works. That argument finished years ago. What worries them now is what it will cost them once it is embedded, and AI has landed directly on that nerve. Ongoing subscription cost is the single largest perceived risk of SaaS in this study, ahead of security. The comments on usage-based AI pricing were the most consistent qualitative material we collected.

A few results genuinely surprised us. These buyers describe themselves as price-conscious, yet when two products go head to head the cheaper one wins 14% of the time. Integration has overtaken training as the biggest obstacle to adopting anything new. And the AI capability the industry promotes hardest, writing your reports for you, is the one this audience wants least of the five we offered.

We publish it as we found it, including the parts that do not flatter the way our own industry currently sells.

The SimpleKPI team

Executive summary

Six findings carry this report. Each comes from a single-choice question answered by all 50 respondents between January and March 2026. The chapter that follows sets it in context, and the appendix gives the full breakdown for every question reported here.

32% vs 22%

name ongoing subscription cost as the main drawback of SaaS, ahead of data security and privacy. The objection has moved from trust to predictability.

CHAPTER 1

26%

say integration and data fit is the biggest barrier to adopting a new tool, ahead of cost, resistance to change and training.

CHAPTER 2

14%

is how often the cheaper product wins a head to head. Usability takes 28% and integrations 24%, in a sample that calls itself price-conscious.

CHAPTER 2

74%

judge whether software is worth its price by outcome: revenue impact or time saved. Feature breadth and competitor pricing together account for 14%.

CHAPTER 3

66% / 10%

are comfortable with AI in their analytics, but only 10% have no concerns at all. The largest single group attaches explicit conditions.

CHAPTER 4

6%

want AI to write their reports. It finishes last of five capabilities, behind explanation, alerting and forecasting.

CHAPTER 4

Methodology

This report draws on a survey of 50 SimpleKPI users and evaluators, with fieldwork running from January to March 2026. Every question was single-choice with a free-text “other” option. All 50 respondents answered every question, so the base for every percentage in this document is 50 unless we say otherwise.

What is reported here, and what is not

The survey ran to thirty questions. This report covers seventeen of them.

The seventeen are the ones about the market: attitudes to SaaS generally, how companies evaluate and buy software, pricing behaviour, and attitudes to AI in analytics.

The thirteen we have left out asked respondents to assess SimpleKPI itself. At the time of fieldwork that meant our legacy application. We replaced it in August 2026 with SimpleKPI Core, a rebuilt product. Findings about an application we no longer ship would describe something that has since changed, in both directions: the criticisms and the compliments are equally out of date. Rather than publish results with a shelf life we have excluded that section entirely, and we are telling you it exists so that you can judge the reporting as selective or not.

Three of the seventeen retained questions name SimpleKPI in their wording (Q12, Q28 and Q30). All three ask about future expectations or desired capability rather than about the existing product, so none of them measures software we have replaced. Their wording is reproduced verbatim in the appendix.

How to read these numbers

Respondents came from SimpleKPI's own user and evaluation base. Read the results as the view of an engaged, analytics-using audience rather than a representative sample of business at large. They are people who had already chosen to use or assess a KPI product, which makes them better informed than average about analytics tooling and no more representative than average of everybody else.

At n=50, the findings are indicative rather than precise. One respondent moves any figure by two points. We have treated differences smaller than roughly fourteen points as noise, and where two options sit close together we say so instead of declaring a winner. That rule cost us several tidier headlines.

Percentages are rounded and may not total 100. “Other” responses are left out of the charts for legibility and kept in every table in the appendix.

A note on the respondent segments

The source data sorts each respondent into one of four segments, shown below. These split perfectly on sentiment questions. Every respondent in two of the segments answers positively on AI comfort, and nobody in the other two does. That pattern tells us the segments were derived from the answers rather than collected separately. So we use them descriptively, to show the range of views, and we do not report segment-level percentages as findings. Doing that would restate the definition and call it a discovery.

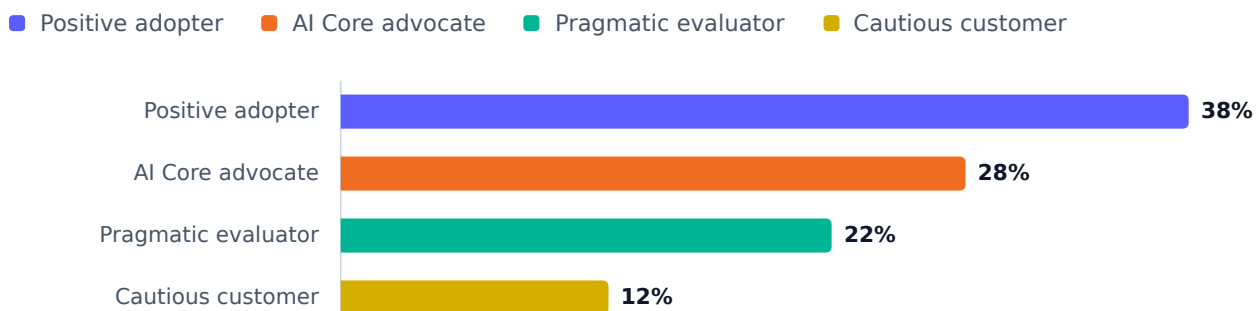
The written comments

The survey collected free-text comments. In the exported data they arrive as summarised theme statements rather than individually attributed responses, so we present them as themes and never as customer quotes. Where a theme appears in this report it is labelled.

FIGURE M.1

Respondent mix.

Segments as supplied in the source data. Note: these separate perfectly on sentiment questions, indicating they were derived from responses rather than collected independently.



The settled question, and the unsettled one.

Nobody in this study is still arguing about cloud software. They are arguing about what it will cost them once it is embedded.

Start with what is no longer in dispute. Seventy-four per cent view SaaS positively or very positively, just 8% are sceptical or negative, and 32% call it their default choice for any new tool. As a debate, this one is over.

FIGURE 4.1

74% view SaaS positively.

How does your organization generally view SaaS products (cloud-based tools) overall?

■ Negative: avoid SaaS ■ Skeptical: only when necessary ■ Neutral ■ Positive: widely used
■ Very positive: default choice



What they value most is speed. Faster setup and easier deployment leads the benefits at 28%, ahead of scalability (20%), integrations (18%), remote access (16%) and lower upfront cost (14%).

Look at that last one again. The cost argument, which is how the entire category was sold for a decade, now finishes last of five. Cheapness is no longer why anybody chooses cloud software. It has become a hygiene factor, and hygiene factors only get noticed when they fail.

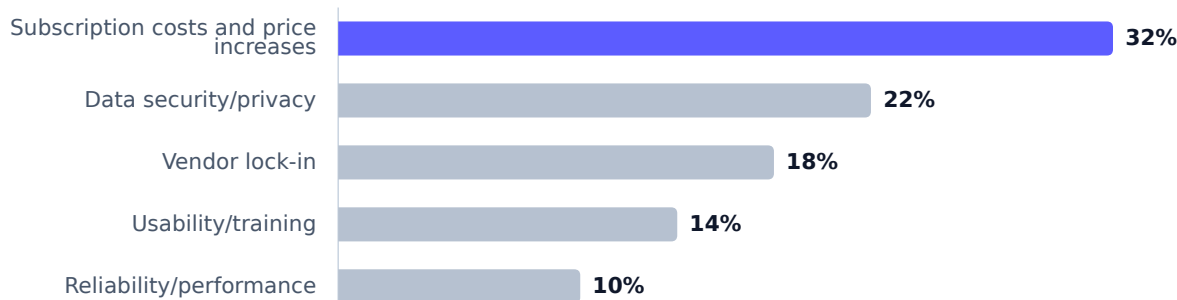
Cost is now the leading risk

Which is exactly what has happened. Asked for the main drawback of SaaS, respondents put ongoing subscription costs and price increases first at 32%. Data security and privacy, for years the reflex answer to this question, comes second at 22%. Vendor lock-in follows at 18%, usability and training at 14%, reliability at 10%.

FIGURE 4.3

Cost has overtaken security as the top perceived SaaS risk.

What is the main perceived drawback or risk of SaaS tools in your company?



That reversal is the most important thing in this chapter. The worry about cloud software has moved from “can we trust it” to “can we predict it”. Security concerns get answered once, with a certification and a contract. Cost concerns recur every renewal, and they get worse as a tool becomes more embedded and harder to leave. A vendor whose pricing cannot be forecast is asking a customer to accept an open-ended liability in exchange for a closed-ended benefit.

Chapter Three returns to this, because it is where AI pricing collides with it.

The context: performance tracking matters

None of this is happening in a low-stakes category. Seventy-two per cent of respondents describe performance tracking as critical or very important to their organisation, with 38% calling it critical, meaning it drives most key decisions. Only 8% place it at low or no importance.

FIGURE 1.2

Seven in ten call performance tracking critical or very important.

How important is performance/KPI tracking in your organization right now?

■ Not important
 ■ Low importance
 ■ Moderately important: inconsistent use
 ■ Very important: used in planning/reviews
 ■ Critical: drives key decisions



The stack around it is more evenly spread than you might expect. CRM and sales tools lead at 24%, project and task management follows at 22%, and BI or analytics comes third at 20%, ahead of finance (18%) and support (14%). Analytics is not the centre of most software estates. It sits alongside the systems that generate the numbers rather than above them, which is worth remembering before assuming an analytics tool commands attention by right.

FIGURE 4.7

BI and analytics rank third in the stack, behind CRM and project tools.

Which categories of SaaS tools are most important in your stack today?



What actually decides a purchase.

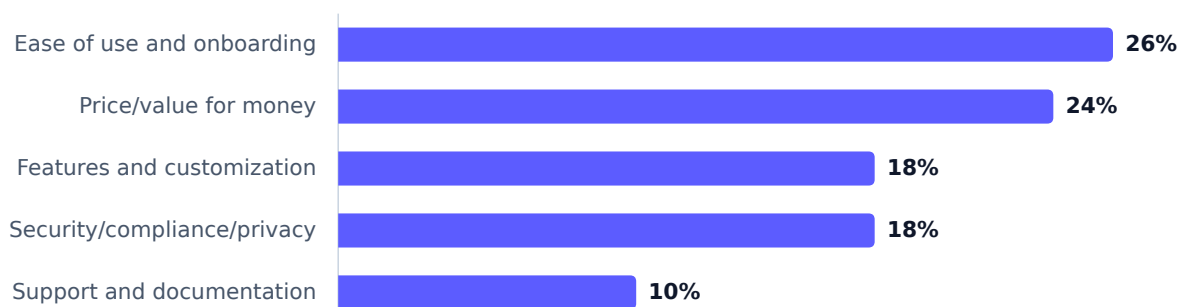
Buyers rank usability first, get blocked by integration, and almost never pick the cheaper product.

Asked what matters most when evaluating a tool, respondents put ease of use and onboarding first at 26%. Price and value follows at 24%, features and security are tied at 18%, and support and documentation trails at 10%. Those gaps are inside the margin we said we would not over-read, so treat this as a cluster rather than a ranking.

FIGURE 4.5

Ease of use narrowly leads the evaluation criteria.

When you evaluate SaaS tools, which factor matters most to you?



The reason usability leads becomes clear one question later. Only 16% say their teams are very satisfied with the usability of the tools they already own. Thirty-two per cent call the experience mixed: some tools easy, others frustrating.

FIGURE 4.6

Only 16% are very satisfied with the tools they already own.

In terms of usability, how do your teams generally feel about the SaaS tools they use today?

Very dissatisfied Dissatisfied Mixed Satisfied Very satisfied



So usability tops the buying criteria because buyers keep being let down by it. They are not expressing a preference. They are describing a scar.

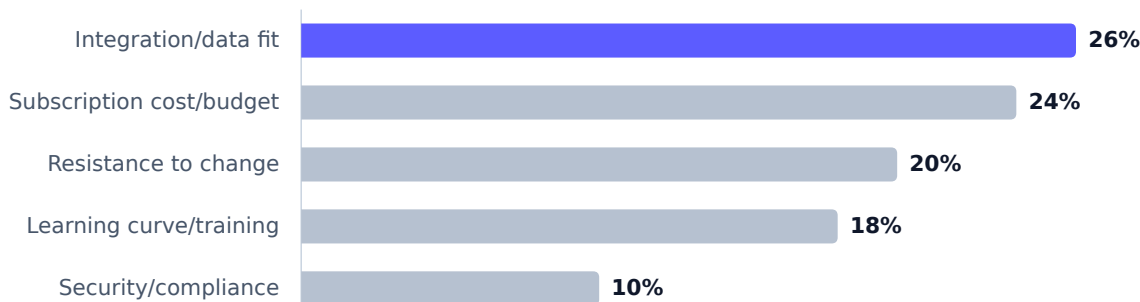
Integration has overtaken training

The barriers tell the same story from another angle. Integration and data fit is now the biggest obstacle to adopting a new tool at 26%, ahead of subscription cost (24%), resistance to change (20%), learning curve and training (18%) and security approvals (10%).

FIGURE 4.4

Integration, not training, is now the biggest adoption barrier.

When a new SaaS tool is introduced, what is usually the biggest barrier to adoption?



Again the spread is tight and we are not claiming integration has decisively beaten the rest. The shape is what matters. Five real barriers, none dominant, and the two that vendors spend the most effort on, training and onboarding, sitting at the bottom rather than the top. The hard part of adoption is no longer teaching people the software. It is making the software fit the estate it lands in.

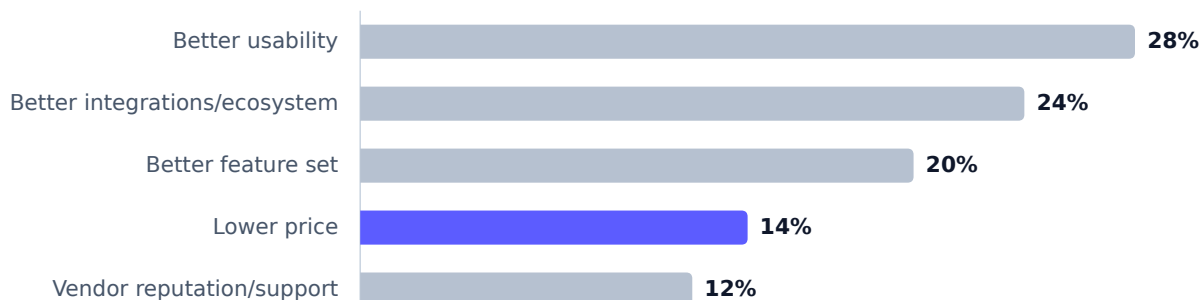
The cheaper product loses

Now the result that surprised us most. Asked which factor usually decides between two SaaS products, respondents put better usability first at 28%, integrations and ecosystem fit at 24%, and a stronger feature set at 20%. Lower price wins 14% of the time, second from bottom of five, ahead only of vendor reputation.

FIGURE 5.2

When two products compete, price almost never wins.

When choosing between two SaaS products, which factor usually wins in your company?



Lower price is the least decisive factor of the five.

Hold that against the fact that 64% of the same people describe their company as very price-sensitive or price-conscious, and only 6% say pricing rarely blocks adoption.

Sixty-four per cent call themselves price-conscious. Fourteen per cent let price decide. Any vendor who hears the first number and responds with a discount is answering a question nobody asked.

The two findings stop fighting once you separate the jobs price does. Price is a **qualifier**. It decides whether a product gets into the conversation at all, and a price that cannot be predicted or defended keeps it out. Price is rarely the **decider**. Once two products are both affordable, something else settles it.

How worth gets measured.

Three quarters of these buyers judge software by what it returns, not by what it contains. Half of them check again at renewal.

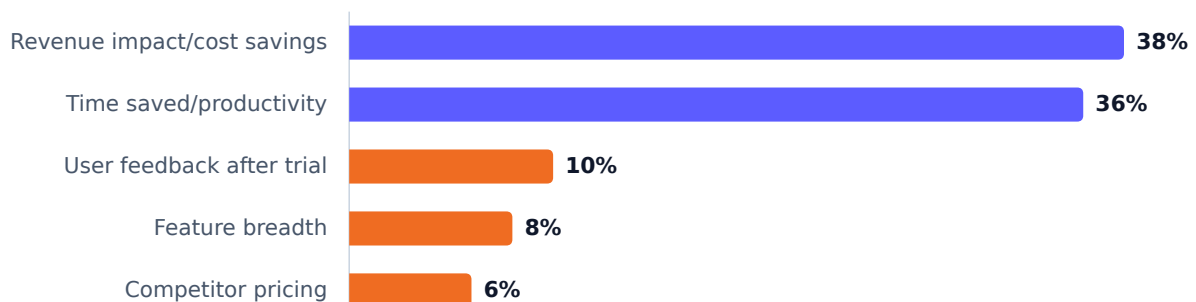
Seventy-four per cent say their decision-makers judge whether a product is worth the price by outcome: direct revenue impact or cost savings (38%), and time saved or productivity gained (36%). Feature breadth accounts for 8%, comparison with a competitor's pricing 6%, and user feedback after a trial 10%.

FIGURE 5.1

74% judge "worth it" by outcome, not by features or competitor price.

How do decision-makers in your company typically evaluate whether a SaaS product is "worth the price"?

■ Outcome-based ■ Everything else



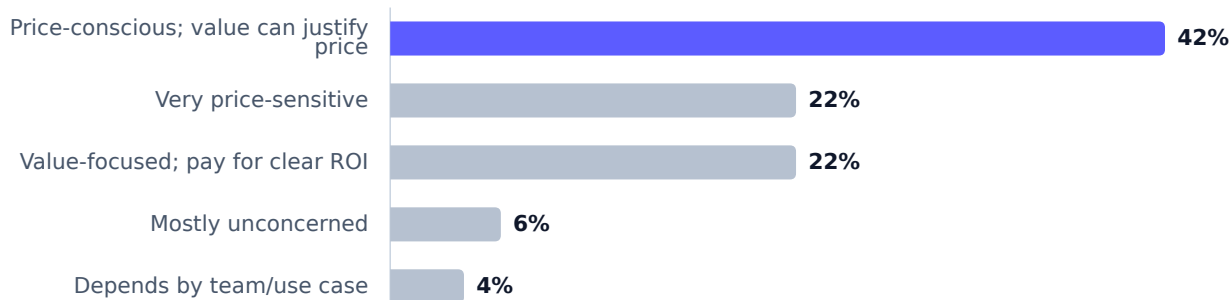
That is a tight concentration. Fourteen per cent of respondents work somewhere that decides by counting what is in the box or by checking a rival's price list. Every feature comparison table ever built is arguing in a currency that 86% of this sample has told us they do not use.

On pricing attitude itself the distribution is more balanced than the headline suggests. Forty-two per cent are price-conscious, meaning value can justify a higher price. Twenty-two per cent are very price-sensitive and another 22% are value-focused and will pay more for clear return. Only 6% say pricing rarely blocks adoption.

FIGURE 5.3

Price-conscious does not mean price-led.

How would you describe your company's attitude toward SaaS pricing in general?



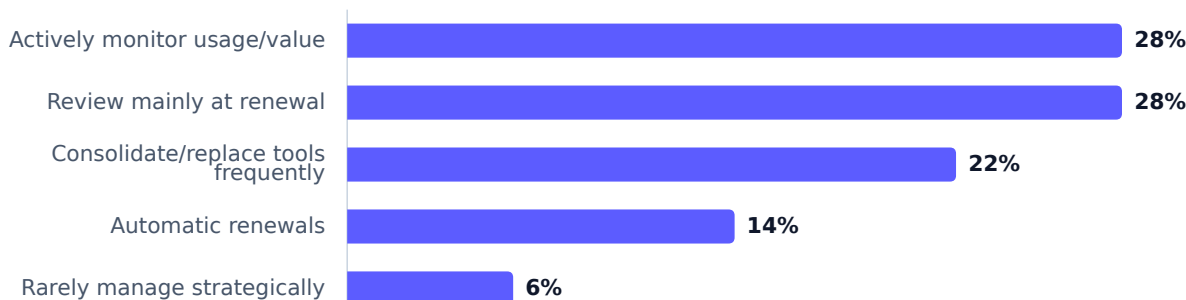
Spend is under real review

Half of respondents apply genuine scrutiny to what they already pay for. Twenty-eight per cent actively monitor usage and value before renewing, and 22% consolidate or replace tools frequently to control cost. Another 28% review when the invoice lands. Only 14% renew automatically with little thought.

FIGURE 5.4

Half of companies actively police their software spend.

Which statement best describes how your company manages SaaS costs over time (renewals, expansions)?



50% actively scrutinise SaaS spend.

Renewal is no longer a formality for roughly half this market. For a vendor that cuts both ways. The same scrutiny that kills a tool nobody opens will protect one that visibly saves time, which is the practical argument for making value legible inside the product rather than arguing it in a quarterly business review.

Where AI pricing meets all of this

One theme recurs through the written comments with unusual consistency, and it deserves reporting even though the closed questions cannot size it. Respondents in the more sceptical segments describe usage-based AI credits as an uncapped cost they cannot budget for, and describe flat, predictable pricing as the thing that makes AI adoption easier to get signed off internally.

“Credits in other SaaS products feel like an uncapped variable cost. Clear flat pricing or hard spend controls reduce that risk.”

A recurring theme among evaluator-segment respondents. Presented as a summarised theme rather than an individually attributed quotation. See Methodology.

Set that against the hard findings. Cost predictability is the leading perceived risk of SaaS at 32%. Half the market reviews spend actively. Three quarters judge worth by outcome. Metered AI pricing runs against all three at once: it makes cost harder to predict, gives the renewal review something new to worry about, and charges by consumption for a benefit the buyer wants measured in outcomes.

We think this is the most commercially useful observation in the study. We also think it rests on qualitative material from part of the sample rather than on a question we asked everybody, which makes it the finding most in need of a direct question next time. We would rather flag that than let a convenient result stand unqualified.

AI: high comfort, conditional trust.

Two thirds are comfortable with AI in their analytics. Almost nobody is unconditionally comfortable, and that distinction is the whole story.

Sixty-six per cent are comfortable or very comfortable with AI being involved in their KPI tracking, against 12% who are uncomfortable. For a subject that generates this much heat, that looks like a settled majority.

FIGURE 6.1

66% are comfortable with AI, but the largest single group attaches conditions.

How comfortable are you with AI being involved in your KPI tracking and analytics?

■ Very uncomfortable ■ Uncomfortable: prefer manual analysis ■ Neutral
■ Comfortable with transparency/control ■ Very comfortable: actively seeking AI



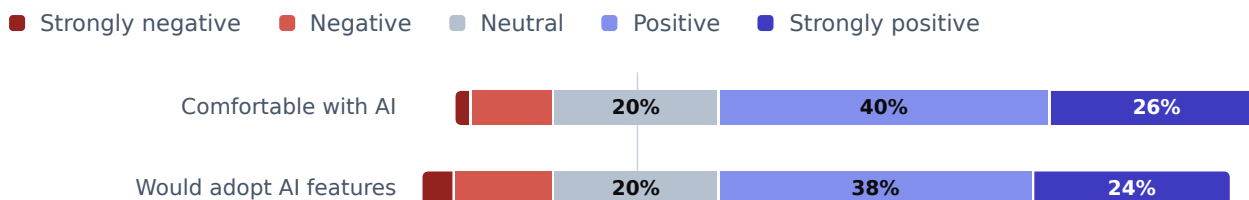
The make-up matters more than the total. The biggest single group, 40%, chose “comfortable as long as it is transparent and controllable”. Only 26% chose the unconditional option of actively seeking AI features out. Most of the comfort in this market comes with strings, and the strings are specific: show me what the system did, and let me stop it. Those are product requirements, not reassurances.

Intent tracks a little below comfort. Sixty-two per cent would be likely or very likely to adopt new AI features, and within that, 38% chose “likely, if they add clear value” against the 24% who would roll them out quickly. Twenty per cent are unsure and 16% unlikely.

FIGURE 6.2

Comfort does not convert cleanly into adoption.

Q27 (comfort with AI) against Q30 (likelihood of adopting AI features). n=50.



The gap between 66% comfortable and 62% likely to adopt is small enough that we would not make much of it alone. What is not small is the third of this audience sitting in neutral, unsure or unlikely across both questions. Remember who these people are. This is an engaged, analytics-literate sample that had already chosen to use a data product, and a third of it was still not ready to switch AI on. Anyone sizing an adoption plan should size it against 62%, not against the absence of hostility.

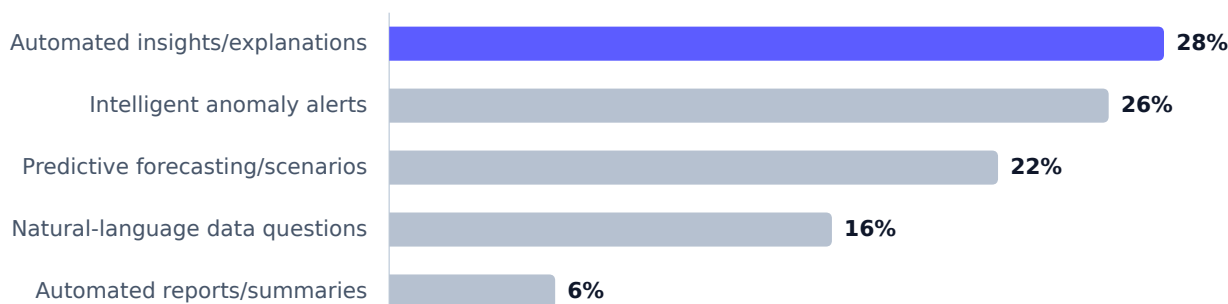
What they want it to do

Asked which AI capabilities would be most useful, respondents chose automated insights and explanations of trends (28%), intelligent alerts for unusual KPI behaviour (26%) and predictive forecasting (22%). Natural-language querying, the interface pattern that has dominated product marketing in this category, takes 16%. Automated report writing finishes last at 6%.

FIGURE 6.3

Demand is for interpretation, not for more generated text.

Which AI-powered capabilities would you find most useful in SimpleKPI?



Automated report writing ranks last, despite dominating vendor messaging.

That last figure inverts the industry's current pitch. The capability promoted hardest across analytics products, generating written summaries, is the one this audience wants least. The three leading answers share a different character. They are all forms of interpretation: tell me what changed, tell me whether it matters, tell me what happens next. Producing more text about data the user can already see solves a problem they are not reporting.

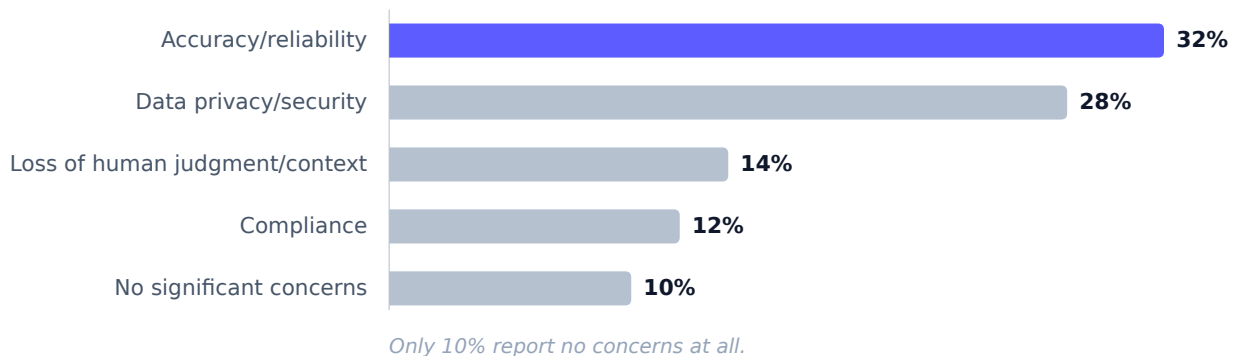
The conditions attached

Only 10% of respondents report no significant concerns about AI in business analytics. Accuracy and reliability of outputs leads at 32%, data privacy and security follows at 28%, loss of human judgement and context sits at 14% and regulatory or compliance issues at 12%.

FIGURE 6.4

Accuracy beats privacy as the leading AI worry.

What concerns, if any, do you have about using AI in business analytics?



Accuracy outranking privacy is the notable result. Privacy concerns get answered with policy, certification and contracts, which is familiar ground for any enterprise vendor. Accuracy concerns can only be answered in the product: show the working, cite the figures underneath, make it quick to check a conclusion instead of taking it on trust. Put that next to the 40% who made transparency and control the explicit condition of their comfort and the requirement is consistent and quite specific. This audience will accept AI that explains itself and asks permission. It is much less interested in AI that just writes confidently.

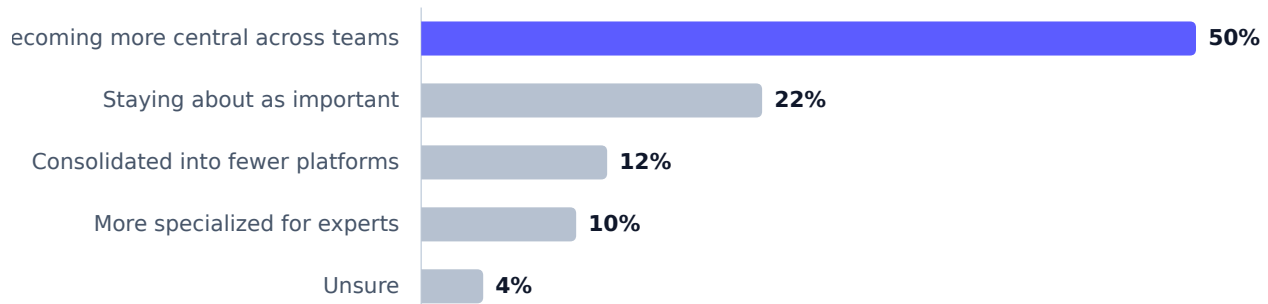
Where they expect this to go

Half of respondents expect analytics and BI tools to become more central to their business over the next two to three years, used daily across more teams. Twenty-two per cent expect things to stay roughly as they are, 12% expect consolidation into fewer platforms and 10% expect analytics to become more specialised and handled by a few experts.

FIGURE 6.5

Half expect analytics tools to become more central.

How do you see the role of SaaS analytics/BI tools like SimpleKPI in your business over the next two to three years?



The two largest answers point in compatible directions. Whether a company ends up with more analytics or fewer platforms, both paths reward the same thing: a tool that earns its place in the working day rather than one that waits to be visited.

What this means.

Two readings of the same data. One for the people buying software, one for the people selling it.

For software buyers

What this sample reports adds up to a usable checklist, and it looks rather different from a standard feature matrix.

- **Ask what it costs when it works.** Cost is the leading perceived risk of SaaS at 32%. Model the price at three times your current usage, and establish before you sign whether any AI capability is metered and where the ceiling sits.
- **Weight integration heavily.** It is the leading barrier to adoption at 26%, and it is the hardest thing to bolt on afterwards. Ask to see your own data flowing during the trial, not a demo dataset.
- **Trust usability least when it is demonstrated.** Only 16% of this sample are very satisfied with the tools they already own, and every one of those was bought after a good demo. Configure something real before deciding.
- **Write down the outcome you are buying.** 74% of decision-makers judge worth by revenue impact or time saved. Name the number you expect to move before you buy, then check it at renewal, because half of this sample now reviews properly rather than rubber-stamping.
- **For AI, ask to see the working.** Accuracy is the leading concern at 32% and only 10% have none. Require that any AI-generated conclusion can be traced back to the figures behind it, and treat a tool that cannot do this as unfinished.

For the people selling software

Three things follow from this data, and we include ourselves in all of them.

Sell predictability, not cheapness. Cost overtook security as the leading perceived risk of SaaS, but lower price wins only 14% of head-to-heads. Those two facts together say the market wants to know what the bill will be, not that the bill will be small. A defensible, forecastable price beats a low one.

Argue in outcomes. 74% judge worth by revenue impact or time saved and 14% by feature count or competitor comparison. Most software marketing is built the other way round.

Be careful how you price intelligence. The clearest qualitative theme we collected was that consumption-based AI charging reads as an uncapped liability. It lands on exactly the anxiety this study identifies as the market's largest. We are not neutral on this, so treat it as our reading rather than a finding, and note that the closed questions do not size it.

What we would ask next time

Two gaps are worth naming. We never asked a direct question about AI pricing models, which left the strongest theme in the study resting on free-text comments. And we did not ask how respondents measure the outcomes they say they buy on, which would have turned a stated preference into something testable. Both are in the next wave.

About this research

SimpleKPI published this report. We designed, ran and analysed the survey ourselves, with fieldwork between January and March 2026. That makes us an interested party, and you should read the commercial observations in Chapter Five with that in mind. The response data for every question reported here is reproduced in the appendix so any figure can be checked.

The survey also asked thirteen questions assessing SimpleKPI itself. Those covered our legacy application, which we replaced in August 2026 with SimpleKPI Core. We have excluded them from this report because they describe software we no longer ship. Details of the current product are at **simplekpi.com/blog/meet-simplekpi-core**.

We would rather this was argued with than cited politely. If you read the data differently, we would like to hear about it.

Appendix

Full response data for the seventeen questions reported here. Counts and percentages of n=50; percentages are rounded and may not total 100. Question wording is reproduced verbatim. The thirteen product-assessment questions are excluded for the reason given in the Methodology.

Q6. How important is performance/KPI tracking in your organization right now?

RESPONSE	N	%
Critical: drives key decisions	19	38%
Very important: used in planning/reviews	17	34%
Moderately important: inconsistent use	10	20%
Low importance	3	6%
Not important	1	2%

Q11. Which categories of SaaS tools are most important in your stack today?

RESPONSE	N	%
CRM/sales	12	24%
Project/task management	11	22%
BI/analytics	10	20%
Finance/accounting	9	18%
Support/helpdesk	7	14%
Other	1	2%

Q12. How do you see the role of SaaS analytics/BI tools like SimpleKPI in your business over the next two to three years?

RESPONSE	N	%
Becoming more central across teams	25	50%
Staying about as important	11	22%
Consolidated into fewer platforms	6	12%
More specialized for experts	5	10%
Unsure	2	4%
Other	1	2%

Q13. When you evaluate SaaS tools, which factor matters most to you?

RESPONSE	N	%
Ease of use and onboarding	13	26%
Price/value for money	12	24%
Features and customization	9	18%
Security/compliance/privacy	9	18%
Support and documentation	5	10%
Other	2	4%

Q14. How does your organization generally view SaaS products (cloud-based tools) overall?

RESPONSE	N	%
Positive: widely used	21	42%
Very positive: default choice	16	32%
Neutral	8	16%
Skeptical: only when necessary	3	6%
Negative: avoid SaaS	1	2%
Other	1	2%

Q15. What is the main perceived benefit of using SaaS tools in your company?

RESPONSE	N	%
Faster setup/deployment	14	28%
Scalability	10	20%
Integrations	9	18%
Remote access	8	16%
Lower upfront cost/predictability	7	14%
Other	2	4%

Q16. What is the main perceived drawback or risk of SaaS tools in your company?

RESPONSE	N	%
Subscription costs and price increases	16	32%
Data security/privacy	11	22%
Vendor lock-in	9	18%
Usability/training	7	14%
Reliability/performance	5	10%
Other	2	4%

Q17. How would you describe your company's attitude toward SaaS pricing in general?

RESPONSE	N	%
Price-conscious; value can justify price	21	42%
Very price-sensitive	11	22%
Value-focused; pay for clear ROI	11	22%
Mostly unconcerned	3	6%
Depends by team/use case	2	4%
Other	2	4%

Q18. How do decision-makers in your company typically evaluate whether a SaaS product is "worth the price"?

RESPONSE	N	%
Revenue impact/cost savings	19	38%
Time saved/productivity	18	36%
User feedback after trial	5	10%
Feature breadth	4	8%
Competitor pricing	3	6%
Other	1	2%

Q19. In terms of usability, how do your teams generally feel about the SaaS tools they use today?

RESPONSE	N	%
Satisfied	19	38%
Mixed	16	32%
Very satisfied	8	16%
Dissatisfied	5	10%
Very dissatisfied	1	2%
Other	1	2%

Q20. When a new SaaS tool is introduced, what is usually the biggest barrier to adoption?

RESPONSE	N	%
Integration/data fit	13	26%
Subscription cost/budget	12	24%
Resistance to change	10	20%
Learning curve/training	9	18%
Security/compliance	5	10%
Other	1	2%

Q21. Which statement best describes how your company manages SaaS costs over time (renewals, expansions)?

RESPONSE	N	%
Actively monitor usage/value	14	28%
Review mainly at renewal	14	28%
Consolidate/replace tools frequently	11	22%
Automatic renewals	7	14%
Rarely manage strategically	3	6%
Other	1	2%

Q22. When choosing between two SaaS products, which factor usually wins in your company?

RESPONSE	N	%
Better usability	14	28%
Better integrations/ecosystem	12	24%
Better feature set	10	20%
Lower price	7	14%
Vendor reputation/support	6	12%
Other	1	2%

Q27. How comfortable are you with AI being involved in your KPI tracking and analytics?

RESPONSE	N	%
Comfortable with transparency/control	20	40%
Very comfortable: actively seeking AI	13	26%
Neutral	10	20%
Uncomfortable: prefer manual analysis	5	10%
Very uncomfortable	1	2%
Other	1	2%

Q28. Which AI-powered capabilities would you find most useful in SimpleKPI?

RESPONSE	N	%
Automated insights/explanations	14	28%
Intelligent anomaly alerts	13	26%
Predictive forecasting/scenarios	11	22%
Natural-language data questions	8	16%
Automated reports/summaries	3	6%
Other	1	2%

Q29. What concerns, if any, do you have about using AI in business analytics?

RESPONSE	N	%
Accuracy/reliability	16	32%
Data privacy/security	14	28%
Loss of human judgment/context	7	14%
Compliance	6	12%
No significant concerns	5	10%
Other	2	4%

Q30. How likely are you to adopt new AI-driven features in SimpleKPI if they are introduced?

RESPONSE	N	%
Likely with clear value	19	38%
Very likely	12	24%
Unsure	10	20%
Unlikely	6	12%
Very unlikely	2	4%
Other	1	2%