

Quantive vs. Cascade

At a glance

You don't have to settle for a “good enough” strategy execution software. Quantive StrategyAI is the only strategy management solution designed to help you go from insights to decisions to action and effectively embed strategic goals where the work happens.

Your strategy is only as good as the plan behind it. Quantive is more than just a strategy execution software — it’s your strategic advisor. We help you turn big ideas into reality, faster and smarter. Forget the hassle of managing strategy across spreadsheets, presentations, and dashboards. With Quantive StrategyAI, you’ll easily streamline the process and drive results.

✓	✓
✓	✗
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Core Features Overview

When choosing the right strategy management platform, it’s important to understand how each option will help you make decisions, create effective goals, easily track outcomes, and ultimately provide a user experience that drives adoption and is pain-free to manage. This guide compares Quantive StrategyAI with Cascade to help you make the best decision for your organization's strategic needs.

Features	Quantive StrategyAI	Cascade Strategy
Strategic planning	Plan generator from strategy documents	Strategy templates, all in the OMAP framework
AI-guided planning	AI-powered analysis and insights using strategic frameworks to evaluate strategic choices	Strategy planner that outputs a summary document of objectives and tasks
Collaboration	Smart whiteboards for real-time collaboration with AI-assisted planning	No collaborative whiteboard or tools
Creating and optimizing goals	Flexible structure and custom fields, with on-demand AI suggestions	Rigid OMAP framework (Objectives, Measures, Actions and Projects), with no AI-assistance
Linking goals to impact	Flexible metric linking to update goals or only show relationship	Required measures that directly update goals
Automated updates	Automate directly from third-party data sources or spreadsheets, with no manual effort required.	Primary workflow is a spreadsheet integration that updates after manual update in a linked spreadsheet
KPI reporting	Configurable KPI dashboards with projections, related KPI linking, and reporting	KPI library and reporting for metrics linked to goals
Integrations	170+ native integrations for automating updates and building custom reports.	9 native integrations and additional connections through Zapier
Reporting	Pre-built and custom reports, including Executive dashboards with data from third-party systems	Pre-built and custom reports on data that exists in Cascade
Customization	Configurable structures and advanced filters to personalize how information is visualized	Feature naming flexibility in an interface that is limited to the OMAP framework
Administrative oversight	Goal approval workflows, change history reporting, pre-built automations, and custom workflows from integrations	Limited workflows, integrations, and no change history

Why Choose Quantive StrategyAI?



AI-Powered Strategy Execution

Quantive StrategyAI stands out by using artificial intelligence to automate insights and optimize decisions. Whether forecasting potential challenges or identifying key success drivers, StrategyAI offers a level of depth and precision Cascade cannot match.



End-to-End Strategy Alignment

Quantive's AI capabilities ensure that your strategy is fully aligned across departments, functions, and teams. The platform continuously monitors progress and provides suggestions for improvement, while Cascade is more manual and requires hands-on oversight.



Real-Time Data Analysis

With Quantive StrategyAI, you get access to real-time data analysis that adapts to changing environments and markets. Cascade, while offering reporting tools, requires manual updates and adjustments, leading to slower decision-making processes.



Advanced Scenario Planning

StrategyAI allows you to simulate multiple strategic scenarios using AI to forecast outcomes. Cascade lacks this functionality, making it more difficult to anticipate the long-term impact of decisions.



“Quantive excels at translating ambitious strategic objectives into concrete, time-bound, and measurable goals. The platform highlights smaller achievements that might otherwise go unnoticed, fostering a culture of recognition. By providing clear visualization, Quantive enables us to maintain focus on long-term strategies despite fluctuating market conditions.”

Marko Tomic
CTO



The reporting and visualization tools provided by Quantive have significantly supported our decision-making processes. We can now make data-driven decisions based on real-time progress tracking

Jessica Kraxberger
OKR Program Manager, Jackson + Coker

Final Verdict

Quantive StrategyAI is the clear choice for organizations wanting to go beyond spreadsheets and goal tracking to help their leaders make decisions and execute efficiently. From customizations and automation to AI assistance at every step, Quantive guides your organization without disrupting existing processes. With Quantive, you have a partner to help you leverage cutting-edge AI technology to stay ahead in an ever-evolving market.

Others choose Cascade to make their existing goal-tracking spreadsheets more interactive and visible. For organizations wanting to configure a solution to their unique processes and go beyond goal tracking to help their leaders make decisions, Quantive StrategyAI is a clear choice. With Quantive, you don't just have a vendor, you have a partner to help you leverage cutting-edge AI technology to stay ahead in an ever-evolving market.