Birst

Cloud Analytics for Today's Enterprise

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birst

EXPERIENCE-LED

Infor Strategy

A.I.

Analytics
Birst BI

Network
Commerce and IoT

Cloud
Industry cloudsuites

Industry
Last-mile features

Birst at a glance

“Born in the Cloud”
complete analytics stack – offering trust, agility, and success

Addresses all architectures
public and private clouds, on-premises, hybrid

Top ranked
by leading analysts (Gartner, Forrester, etc.)

Recognized Innovators
coveted analytics software patents

Subscription business model
aligns to deliver customer value

Founded by industry veterans
400+ years of company analytics experience

Cloud is the place to be in Analytics

"71% of organizations indicated that they expected to use cloud services by the end of 2017"

Gartner

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Market Trends: Why the Cloud Is the Place for Your Next Business Analytics Offering

Published: 4 May 2017 **ID:** G00314835

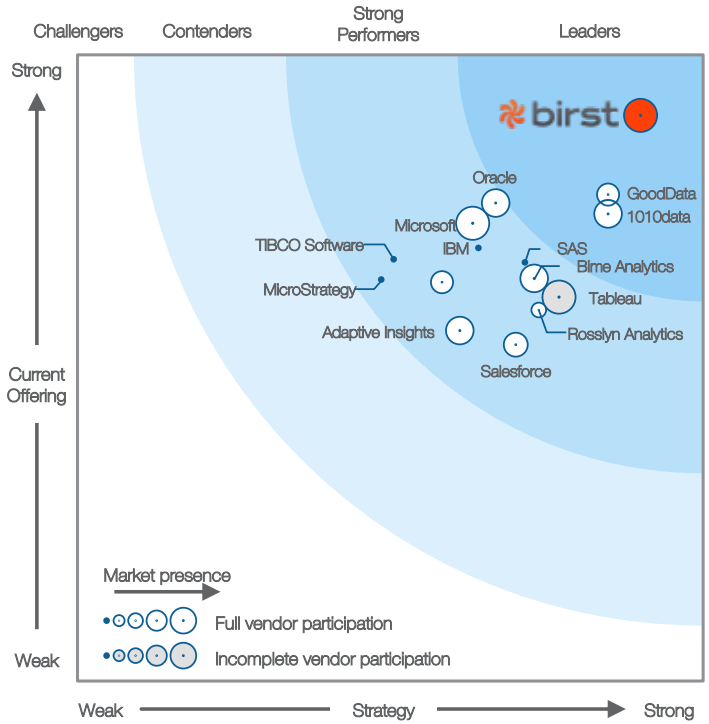
Analyst(s): Alys Woodward, Joao Tapadinhas

Business analytics was late to the cloud but is now becoming well-established. Technology product management leaders must understand that the cloud is the place for vendor innovation in business analytics, due to their customers' cloud-first strategies, data gravity and large-scale data platforms.

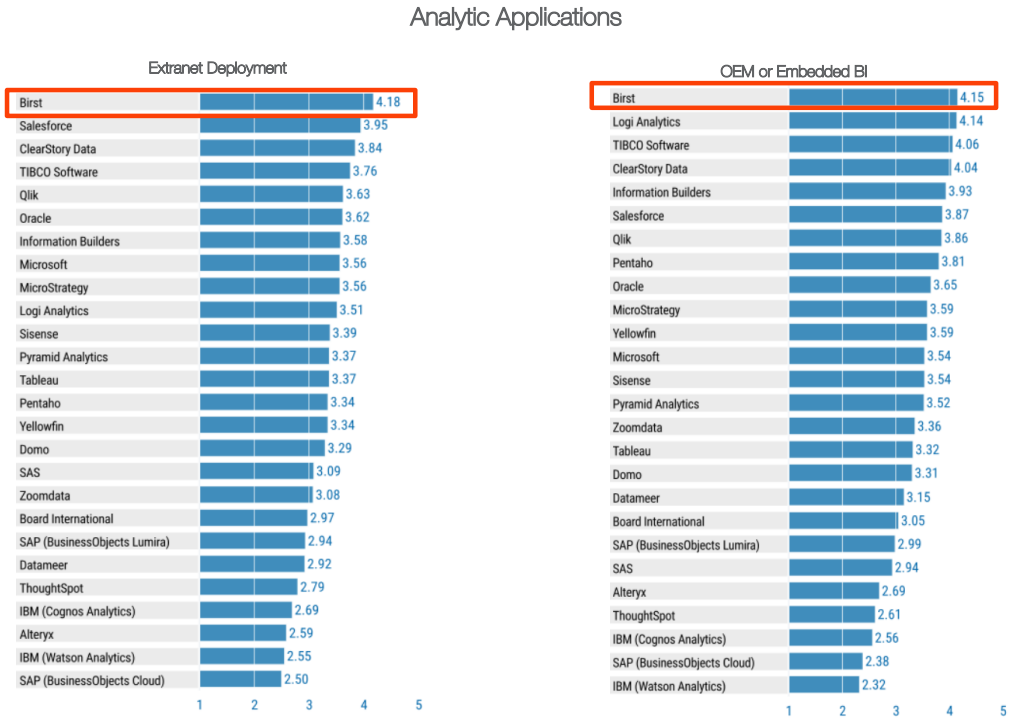
Industry Analysts Recognize Birst Leadership: Today

Gartner

"Birst has defined the pioneering vision of what a set of cloud BI and analytics capabilities should look like." [1]



Forrester Wave: Cloud BI Platforms[2]



Gartner Critical Capabilities for BI & Analytics[3]

(1) Magic Quadrant for Business Intelligence and Analytics Platforms 2015, Gartner
(2) The Forrester Wave: Cloud Business Intelligence Platforms, Q4 2015
(3) Gartner - Critical Capabilities for Business Intelligence and Analytics Platforms, March 2017

How did the different vendors score across all fifteen critical capabilities?

	Infrastructure			Data Management			Analysis and Content Creation					Share Findings		Overall	
Vendor	Admin, Security and Architecture	Data Source Connectivity	Cloud BI	Self-Contained ETL and Data Storage	Self-Service Data Preparation	Metadata Management	Embedded Advanced Analytics	Smart Data Discovery	Interactive Visual Exploration	Analytic Dashboards	Mobile Exploration and Authoring	Embed Analytic Content	Publish, Share and Collaborate	Platform Workflow Integration	Ease of Use and Visual Appeal
Alteryx	3	4	3	3	3.5	3	5	1.5	2	2.5	1.5	2	2.5	4	3.2
Birst	4	4	4	4	3.5	4.5	2	1	3.5	3	4.5	5	3	4	3.5
Board International	4	4	3	3.5	3	3	3.5	2	3	2.5	3	2.5	3	4.5	3.4
ClearStory Data	4.5	3.5	3	4.5	4.5	5	2.5	2	3.5	3	2	4.5	3	5	4.3
Datameer	4	3	2.5	4	3	2.5	3	1.5	2.5	2	2	3.5	2	4	2.9
Domo	4.5	3.5	3.5	3	2.5	2.5	2.5	1.5	3	3	3	3	3.5	3.5	4.2
IBM (Cognos Analytics)	4	3	2.5	2	2.5	3	2	2	3	3	2.5	2	2	2	3.7
IBM (Watson Analytics)	3	2.5	3	1.5	2.5	2	2.5	3	3	2.5	2.5	2	2	3.5	3.9
Information Builders	4.5	4	2.5	4	2.5	3.5	3	2	3	3	4.5	4.5	3	3	3.0
Logi Analytics	4	4	2.5	3.5	3	2.5	3.5	1	4.5	4	2	4.5	4	3	4.2
Microsoft	4	4.5	3.5	4	3	3	2.5	2.5	4	3	4	3.5	2	2.5	4.2
MicroStrategy	5	4.5	3	4	3.5	4	3	1.5	4	3.5	4.5	3	3	5	3.7
Oracle	4.5	2.5	3	4	2.5	3	3	2	3	3	3	4.5	2	3	3.9
Pentaho	4.5	4	2	3.5	2.5	3.5	4.5	1	3	3	2.5	4.5	2	3.5	3.2
Pyramid Analytics	3	4	3.5	3.5	3	3	2	1	4.5	3	2.5	3.5	4	5	3.8
Qlik	4	3	3	5	3	3	2	2	3.5	3	2.5	4.5	3	3	4.1
Salesforce	4.5	2	3.5	3.5	2.5	3.5	4	4	3	3	3.5	5	3	2.5	4.4
SAP (BusinessObjects Cloud)	3	2.5	3	3	3	2.5	3	2	2.5	3	1	1.5	3	2.5	4.0
SAP (BusinessObjects Lumira)	4.5	2.5	2	2.5	3	3	1.5	2	3.5	3	3	3	2	2	3.8
SAS	4.5	3.5	3	4	3	3	3.5	2	4.5	3.5	3	2	3	3	3.3
Sisense	3.5	3	2.5	5	3	3.5	2	2.5	3.5	3	3	4	2.5	5	3.8
Tableau	3.5	4	3	4	3	3	3	2	4	4	4	3	2	5	4.3
ThoughtSpot	4	2.5	2.5	4	2.5	3.5	1.5	2	2.5	2.5	2.5	2	2.5	5	4.2
TIBCO Software	4	4	3	4	3.5	3.5	4	2	4	4	3	4.5	3	4	3.7
Yellowfin	3	3	2.5	3	3	3.5	2.5	2	3.5	3.5	4	4	4	5	3.8
Zoomdata	3.5	3	2.5	3	2.5	2.5	2.5	1.5	2.5	3	2	4	2	4	3.6

1 = Poor or Absent; 2 = Fair; 3 = Good; 4 = Excellent; 5 = Outstanding

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A great fit for any size company

Customer Industry	Company Size	Deal Size	Use Case
Industrial and Discrete Manufacturing	$26B	>$2M ACV	Enterprise BI & Analytics
Business Services	$1B	$720k	CPG and Retail Marketing Analytics
Property Management	$500M	$260k	Operational Analytics
Retail Food & Beverage	$25M	$110k	Sales & Marketing Analytics

Average Birst Deal Size: $130k ACV

Customers across all industries, use cases, sizes

Manufacturing / CPG

Schneider Electric
CITRIX
ZODIAC AEROSPACE
Honeywell
Reckitt Benckiser
Kellogg's
iRobot

Software

basware
coupa
CISCO
Vertafore
esri
athenahealth
MuleSoft
liveops cloud

Financial Services

synchrony FINANCIAL
Moody's
TransUnion
GLOBAL BUSINESS TRAVEL

Business Services

CROSSMARK
PPL
VEOLIA
GREYSTAR

Retail / e-commerce

ZPG
build.com
Tires LES SCHWAB
Specialty's
TOPGOLF

Media / Advertising

MG
PUBLICIS GROUPE
the knot WEDDING NETWORK
News Corp
CBS Interactive

Transportation / Logistics

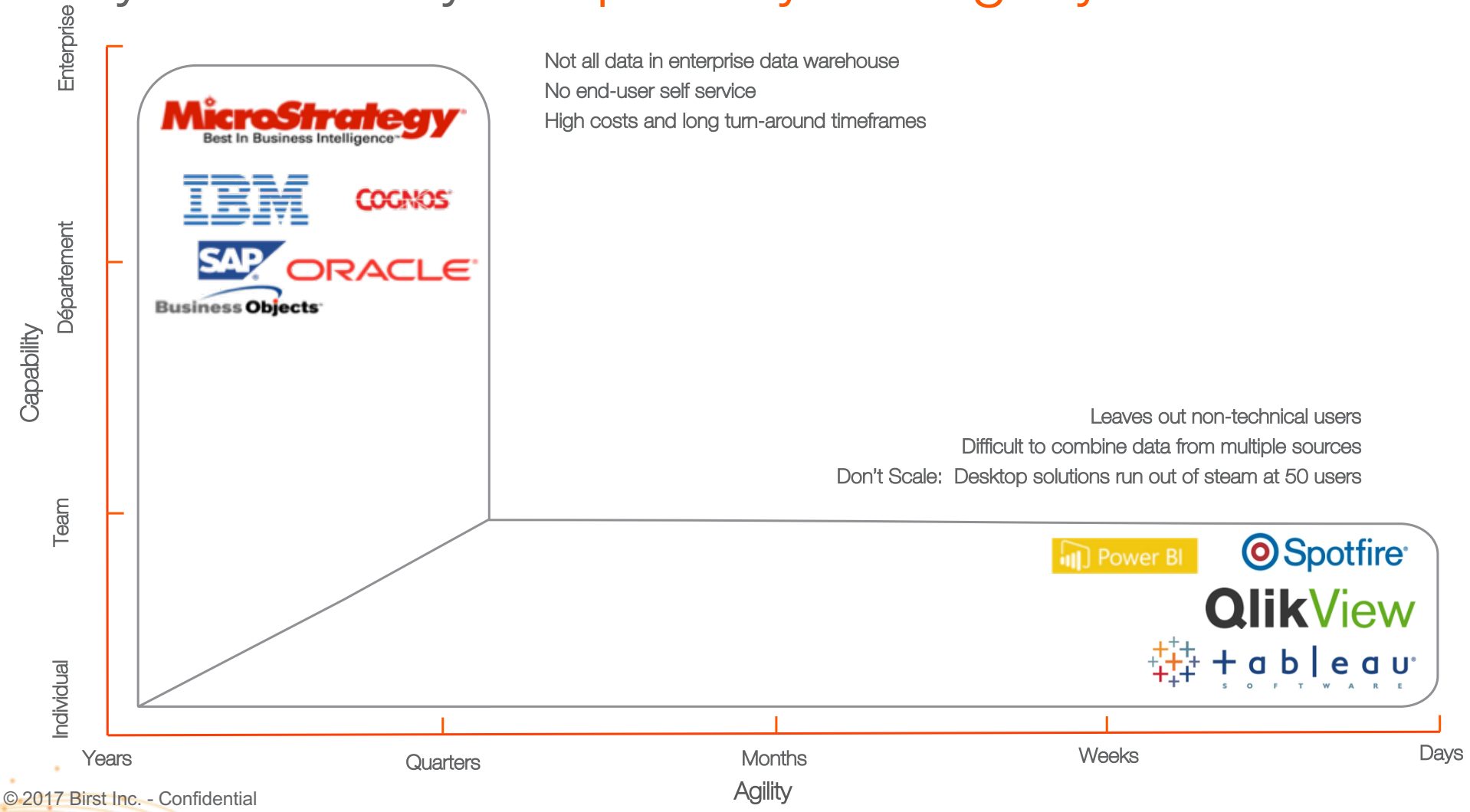
Trimble
SWIFT
SIRVA
ARRIVA a DB company

Life Sciences

QUINTILES
ELEKTA
bostonheart diagnostics
IDEXX LABORATORIES

Why Birst?

Today's BI reality: Capability vs. agility



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BI: History of significant investment

Rank	Investment Priority Ranking
1	Business intelligence applications
2	Security technology
3	Mobile workforce enablement
4	Collaboration technology
5	Customer sales and service
6	Service Oriented Architectures (SOA)
7	Workflow management
8	Networking, voice and data communications
9	Virtualization
10	Legacy application modernizations

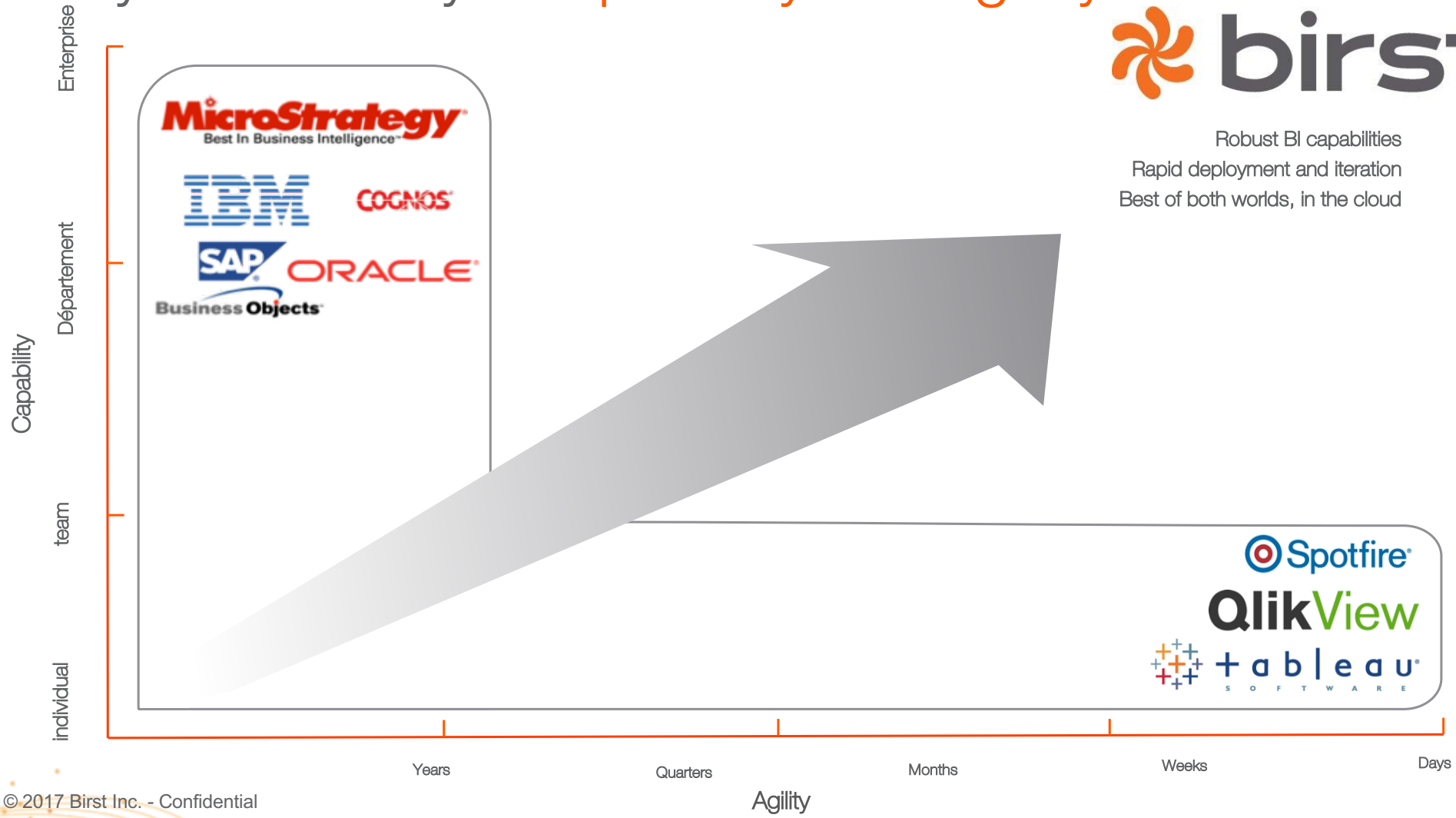
Source 2006 Gartner CIO Survey

Rank	Investment Priority Ranking	2014	2015
1	BI/analytics	41%	50%
2	Infrastructure and data center	31%	37%
3	Cloud	27%	32%
4	ERP	26%	34%
5	Mobile	24%	36%
6	Digitalization/Digital Marketing	17%	11%
7	Security	13%	11%
8	Networking, voice and data communications	12%	12%
9	Customer relationship/experience	11%	8%
10	Industry specific applications	9%	10%
11	Legacy modernization	7%	7%
12	Enterprise applications	6%	2%

Source: 2015 CIO Gartner Agenda Report

Analytics problems are still not solved for IT or business leaders

Today's BI reality: Capability vs. agility



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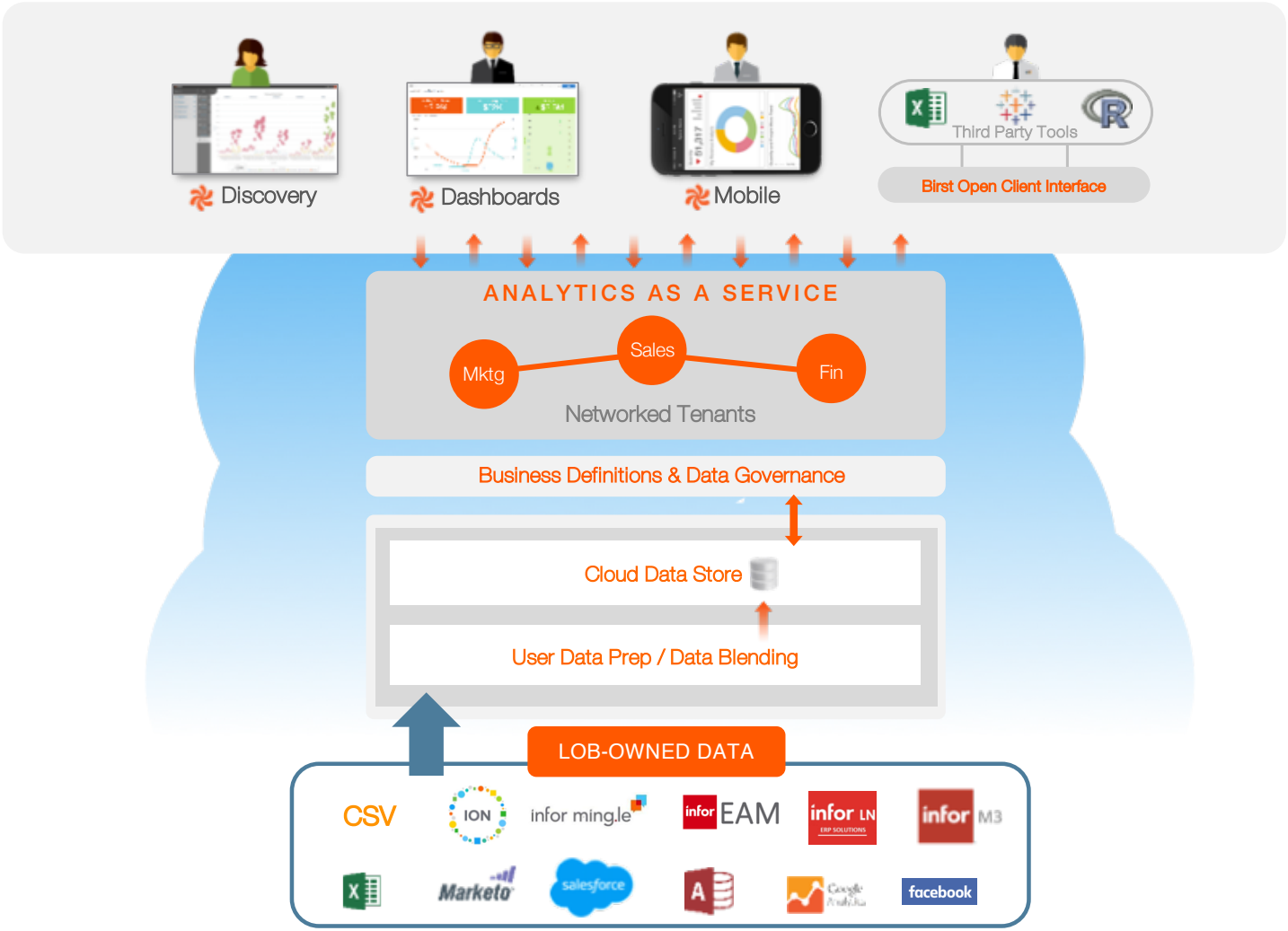
Analytics and data are a clear “killer app”

Companies that use analytics in operations are:

Source: Bain & Co.

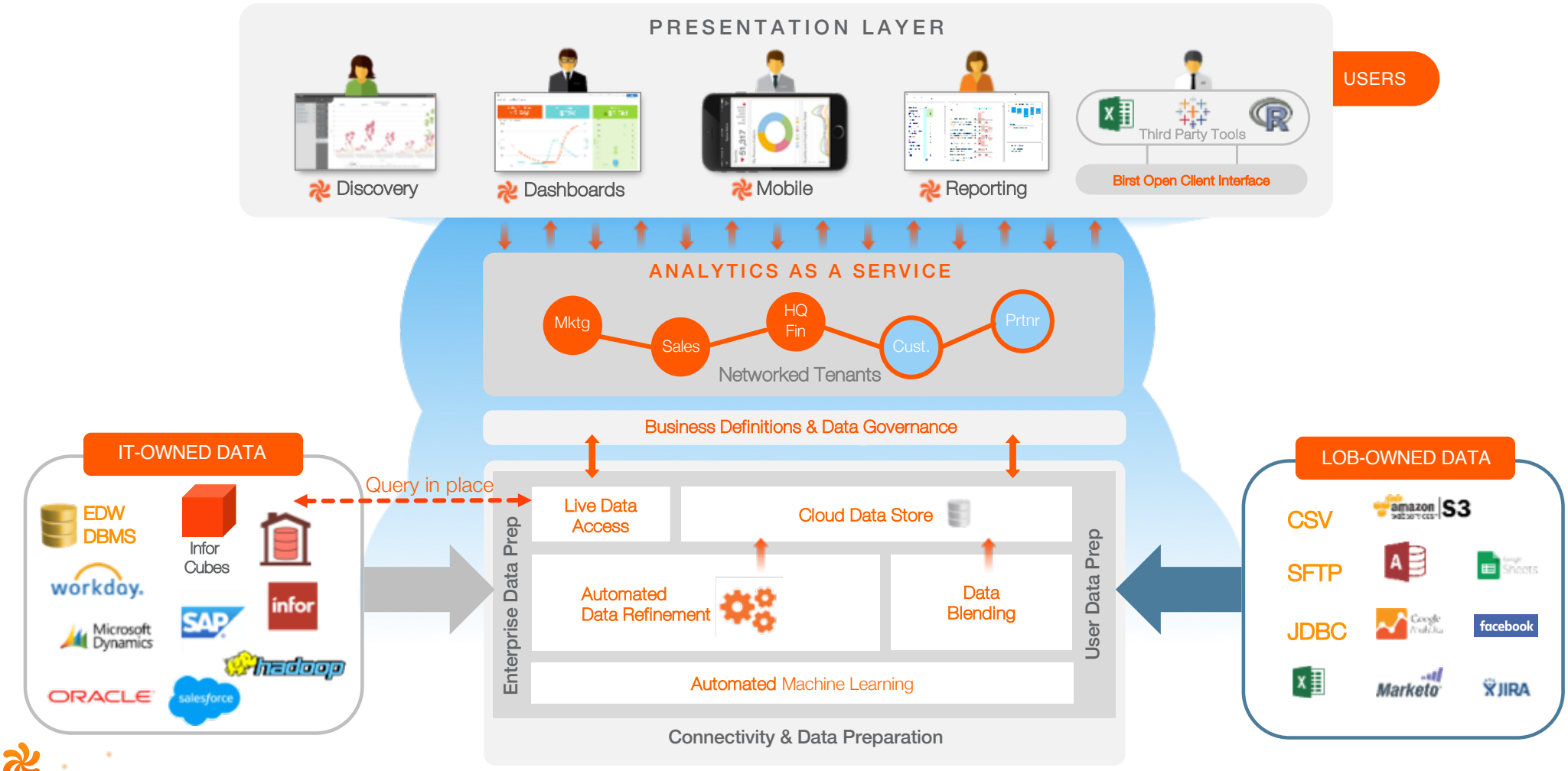
Birst Professional

Birst Professional Edition



Birst Enterprise

Birst modern enterprise-class architecture



Nombreuses connectivités pré-configurées

Major Applications

salesforce, Google Analytics, Marketo, SAP, eloqua, Adobe Analytics (formerly OMNITURE), NETSUITE

Multi-Dimensional Cubes

Microsoft SQL Server Analysis Services, ORACLE HYPERION, mondrian, SAP BW

Big Data & Analytic Databases

AMAZON REDSHIFT, hadoop, SAP HANA, PostgreSQL, actian, INFOBRIGHT, NETEZZA, VERTICA, cloudera IMPALA, cassandra, mongoDB

Relational Databases

ORACLE, TERADATA, Microsoft SQL Server, IBM DB2, Sybase IQ, MySQL

Other Sources

Active Directory, chatter, coupa, ExactTarget, JIRA, Yammer, DocuSign, LinkedIn, workday, {JSON} (Reader and Writer), Intacct, zendesk, Zuora, twitter, Google Sheets, Google Docs, CONCUR, Constant Contact, Greenplum, and more

Others

Microsoft Access

amazon web services S3

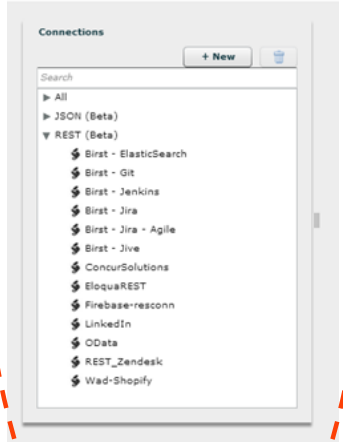
XLS, ZIP, CSV, TXT

SFTP

Java JDBC

Any Source With JDBC or ODBC Driver

REST connector configurator



What makes Birst Different?

CONNECTED

- Network of virtual analytic tenants
- Connected data prep: any user, all data

TRUSTED

- One set of business definitions and metrics
- Full transparent lineage for any data

SMART

- Patented Automated Data Refinement
- Smart discovery and data prep

Enterprise scale

- Modern multi-tenant cloud (private or public)
- Consumer grade upgrade and performance

Business Benefits – at Birst Customers

Birst Customer	Supply Chain Use Case	Quantified Benefits
CITRIX	• Architect a Digital Supply Chain • Provide real-time visibility (every 7 mins) • Integrate 400+ data sources (internal & external) • Deliver on time w/o increasing inventory	• 99% On-time Delivery • 5X increase in Inventory Turns to 12+turns • 35% reduction in Days in Supply • Reliability up 10 percentage points • Live in 90 days – including Data Warehouse • 1 IT FTE administers Birst for 2000 users
SunnyD	• Understand promotion impact on margins • Modernize BI across six business functions • Unify data from eight legacy BI platforms	• 7% savings on expedited shipping • 2% sales increase from “just in time” delivery • 90% reduction in overtime costs
Schneider Electric	• Unify PO information across 200+ ERPs	• 4% - 5% savings in direct and indirect materials

Real customers achieving value

350+ Data Sources: SIEBEL SAP Microsoft SQL Server

Total Cost of Ownership

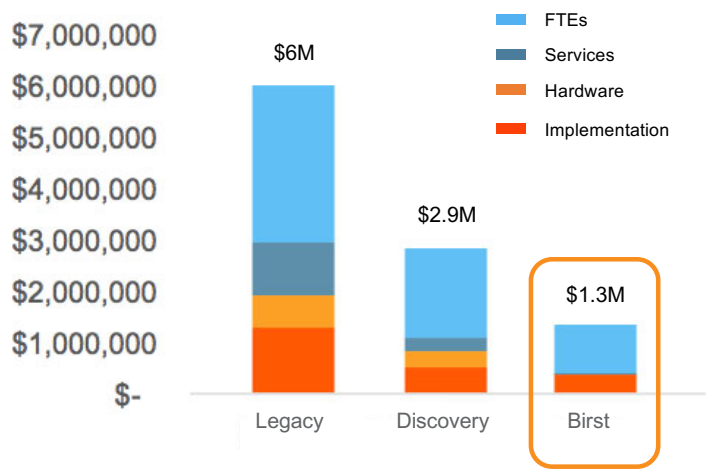
When evaluating BI platform ownership costs, licenses and recurring maintenance represent the most visible components, and most enterprises shortsightedly focus the bulk of their vendor comparison efforts on those elements.

However, the ongoing cost of **IT FTEs** and **external services** required to manage deployment and ongoing support makes up **the bulk** of three-year ownership cost. [1]

Three-Year Totals: BI Platform Costs Components[1]
(500 user deployment)

Gartner

	birst	Legacy	Discovery
Implementation (external & internal resources)	$376,000	$1,300,000	$518,000
Annual services	$12,000	$1,000,000	$245,000
Hardware costs*	$6,000	$635,000	$310,000
Internal FTEs	$945,000	$3,100,000	$1,800,000



These numbers are aggregated by Gartner across a number of different scenarios for comparison purposes and do not represent a prescriptive budget for your Birst deployment.
*Hardware is not an expense for Birst cloud deployment; Birst appliance uses commodity hardware
Legacy vendors include: SAP, IBM, Oracle, MicroStrategy.
Discovery vendors include: Tableau, Qlik, Tibco.

Gartner

[1] *Survey Analysis: Customers Rate Their Business Intelligence Platform Ownership Cost.* Aug 2015. Analysis from Figs. 15, 17, 19, 21, 23 for deployments of 101-500 users. $150K assumed for FTE AFLC. Hardware costs include initial purchase and 20% maintenance per year. No additional refresh costs factored in.

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