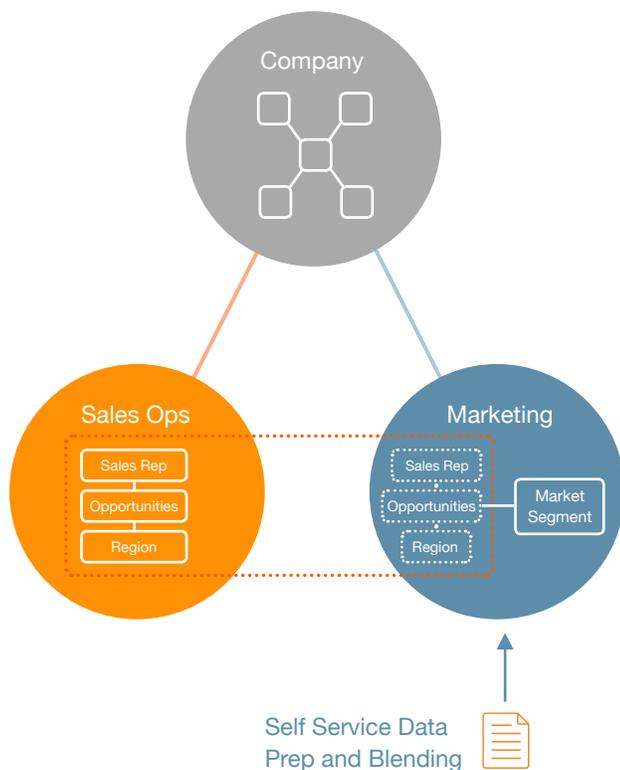


Unlock the power of Networked BI to deliver analytics like never before

Businesses today do not operate like a collection of disconnected silos. Your BI and analytics solution shouldn't either.

Birst Networked BI is a groundbreaking approach to analytics that connects every part of your organization via a shared analytical fabric that eliminates data silos, accelerates the delivery of analytics across the enterprise, and enables people to work with trusted data.



The Birst Difference

Networked BI is a new approach to analytics based on the idea that trusted and well governed data is not at odds with speed and ease of use.

It leverages new capabilities to truly combine the centralized and decentralized models of BI, delivering the best aspects of both: end-user self-service without analytical silos.

Networked BI virtualizes the entire BI ecosystem, transforming every aspect of an organization's approach to analytics. Built on top of Birst's modern, multi-tenant cloud architecture, Networked BI creates a set of interwoven BI instances that share a common analytical fabric.

The result is enterprise-grade scalability at unprecedented speed and end-user freedom.

Networked BI Customer Success: Real-time intraday data visibility, connecting 1,000s of manufacturers to 10,000 retailers

A sales and marketing services company that serves the largest retailers and brands in the world struggled to support their growing business with their traditional BI solution. The challenge facing the Chief Data Officer was finding a way to scale a lean IT organization to support user populations in the tens of thousands. The CDO realized that the company's existing centralized process – relying on manual data movement, outdated database platforms, and cube farms – would not scale as needed.

By adopting a Networked BI approach, the company was able to roll out virtual spaces to their retailers and brands with only their respective data while still managing all the data centrally. This allowed them to deliver near real-time intraday analytics to each retailer and brand and in the way each company is used to interacting and looking at the data. The company could manage all data changes centrally and roll this out to their customers who can now focus on understanding their business instead of manipulating data. The company now provides greater visibility to manufacturers into their sell-through rates, and to retailers into product sales and propensity to buy based on geography, demographics and brand. These networked insights guide decisions about merchandising, campaign planning, and product placement.

The Base Birst Platform: Infinite Spaces, Unlimited Possibilities

Networked BI delivers an extensive set of functionality available to all customers as part of the base Birst platform. Customers have the ability to create as many Birst spaces as necessary, copy and move them. This capability supports use cases such as automating space management for development lifecycles (DEV to UAT to PROD).

Leverage the full potential of Networked BI for your company

The following Networked BI advanced capabilities are available as add-on features. Talk to your Birst representative today to learn how you can add these capabilities to your Birst environment.

Networked BI Advanced Capability: Centrally Provisioned Packages

Centrally provisioned packages are virtual instances of your Birst spaces that are networked with each other.

Packages enable you to share parts of a Birst “parent” space and combine its data and metadata with “child” spaces. Users in the child spaces can create reports that combine their data with the parent space data, but without altering the parent space, and without moving or copying any data.

Packages enable companies to extend their analytics footprint much faster and with fewer resources, lowering their TCO.

Networked BI Advanced Capability: End-User Data Blending

Birst’s end-user data blending empowers people to import their own data and combine it with data available in a Birst space, all from Birst’s visual discovery interface.

Without requiring any data modeling, Birst automatically creates a “personal BI sandbox” (virtual space) that contains that person’s data and networks it with the original space.

With end-user data blending, people can blend centralized and decentralized data on their own while avoiding data silos that introduce severe governance and security risks.

“With Birst’s Networked BI platform and its new end-user data prep capabilities, users have access to interconnected virtual instances of data that enable them to make the most accurate, data-driven decisions.”

- Joe Sims, Director of Information Management at Rovi



About Birst:

Birst is the global leader in Cloud Business Intelligence (BI) and Analytics for the Enterprise. Birst’s Networked BI platform redefines the way BI is delivered and consumed, eliminating analytical silos to dramatically improve the speed, alignment and economics of BI across the enterprise. Learn more at www.birst.com.

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