

Agile Business Intelligence

Collapsing BI from Months to Minutes

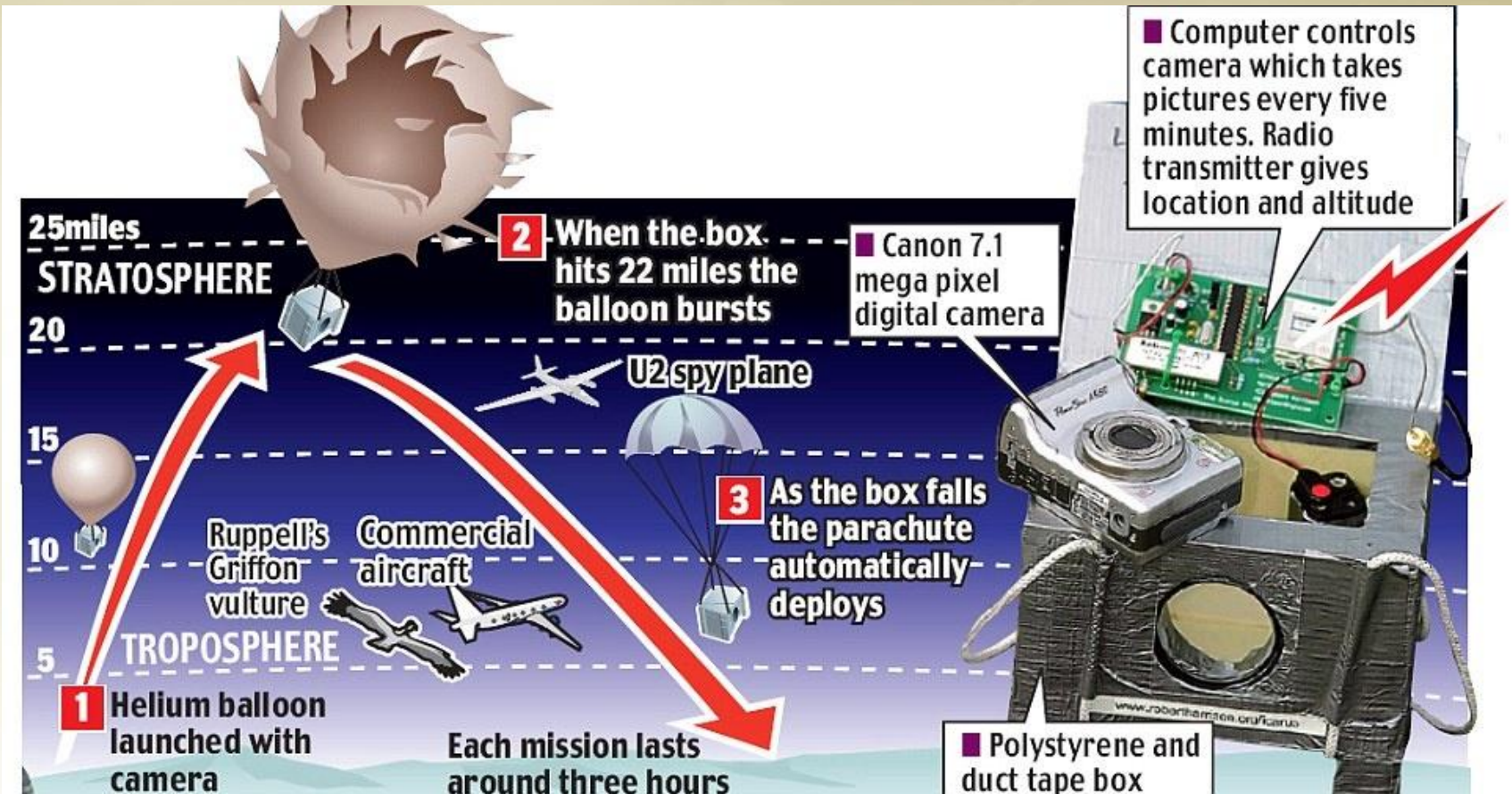
Business Intelligence ja liiketoimintatiedon hallinta

Sharmila Wijeyakumar, CBIP
Channels Manager, EMEA
Pentaho Corporation

Innovation, Integration or Commoditization?



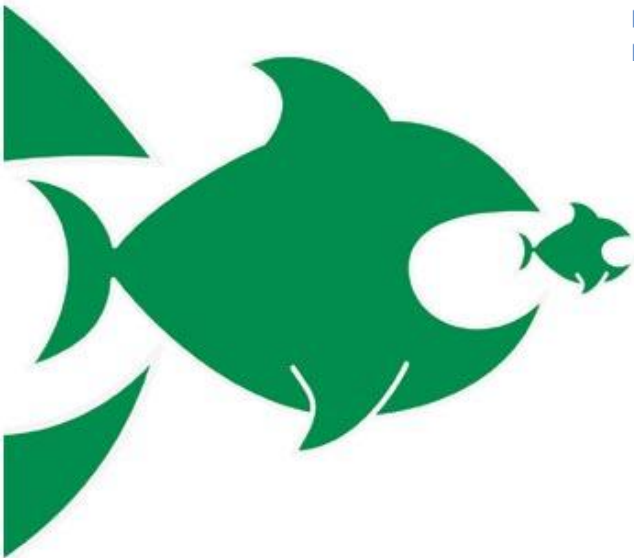
Pictures from Space for £500



The BI Value Proposition

Business Intelligence transforms mission critical data that runs your enterprise processes into ***insightful, measurable, and actionable*** information that delivers business results.

“Big 3” Consolidation



BI Market Environment

Constraints

- Complex, disparate legacy-impaired BI technology
- Lengthy development process

Market Dynamics

- Mega vendor slows innov
- Recession drives cost consciousness
- Open source increasing adoption

Trends

- Pervasive BI
- Data exploding
- Embedded BI
- Cloud deployments
- Immediate gratification

Pentaho Agile BI

Unique Vision and Execution



On-premise and Cloud Deployment



Product & community investment



Innovation



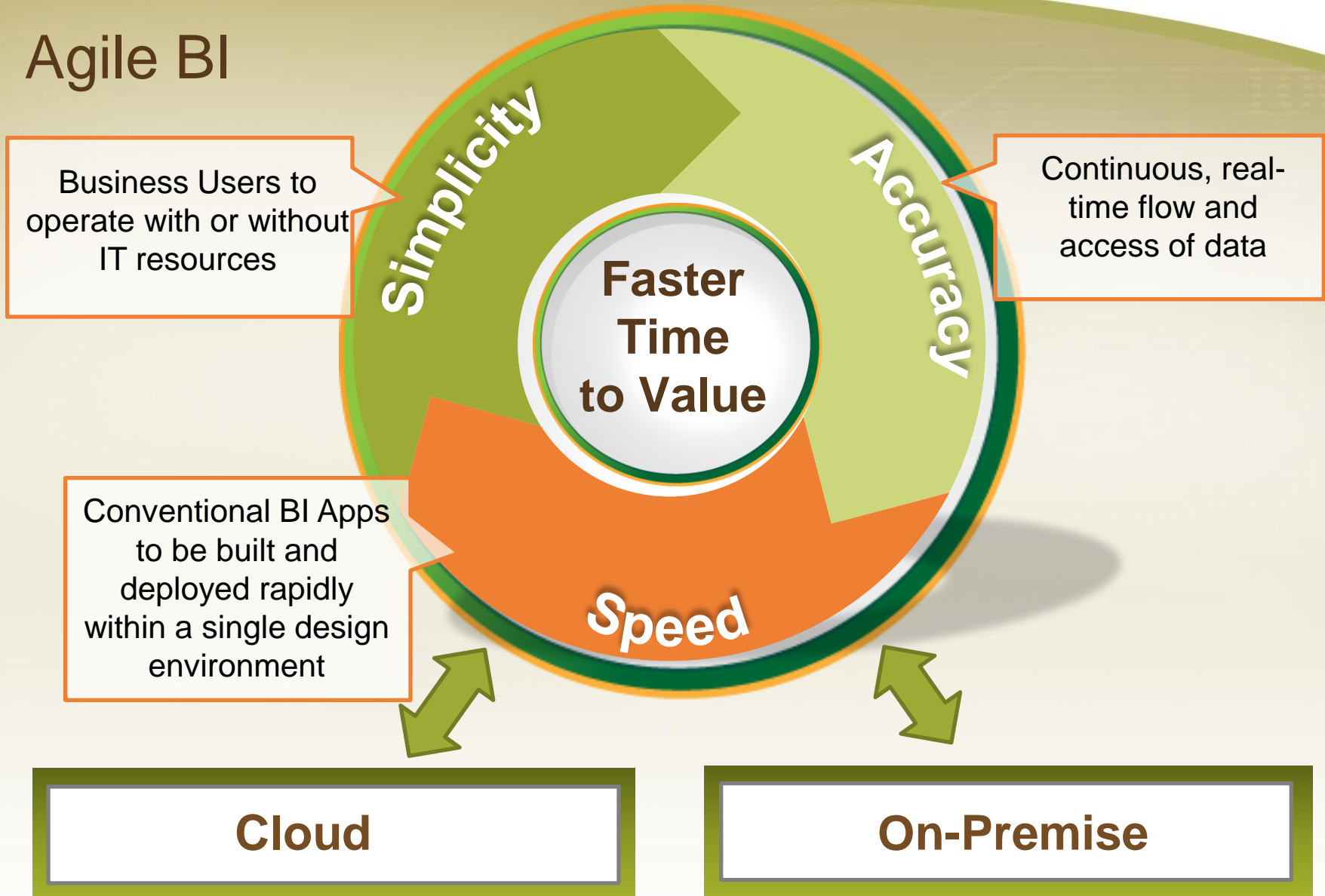
Subscription-based model

Barriers to *Experimenting* with BI

- Software too complex
- Methodology too complex
- IT involvement required
- Lack of domain expertise
- Perceived risk of failure (time & money)



Agile BI



Transforming the BI Market



Financially

80% Lower Costs than Proprietary Licensing

50% Lower Development Costs

Technically

Lightweight, Scalable Architecture

Full Suite, Easily Embedded

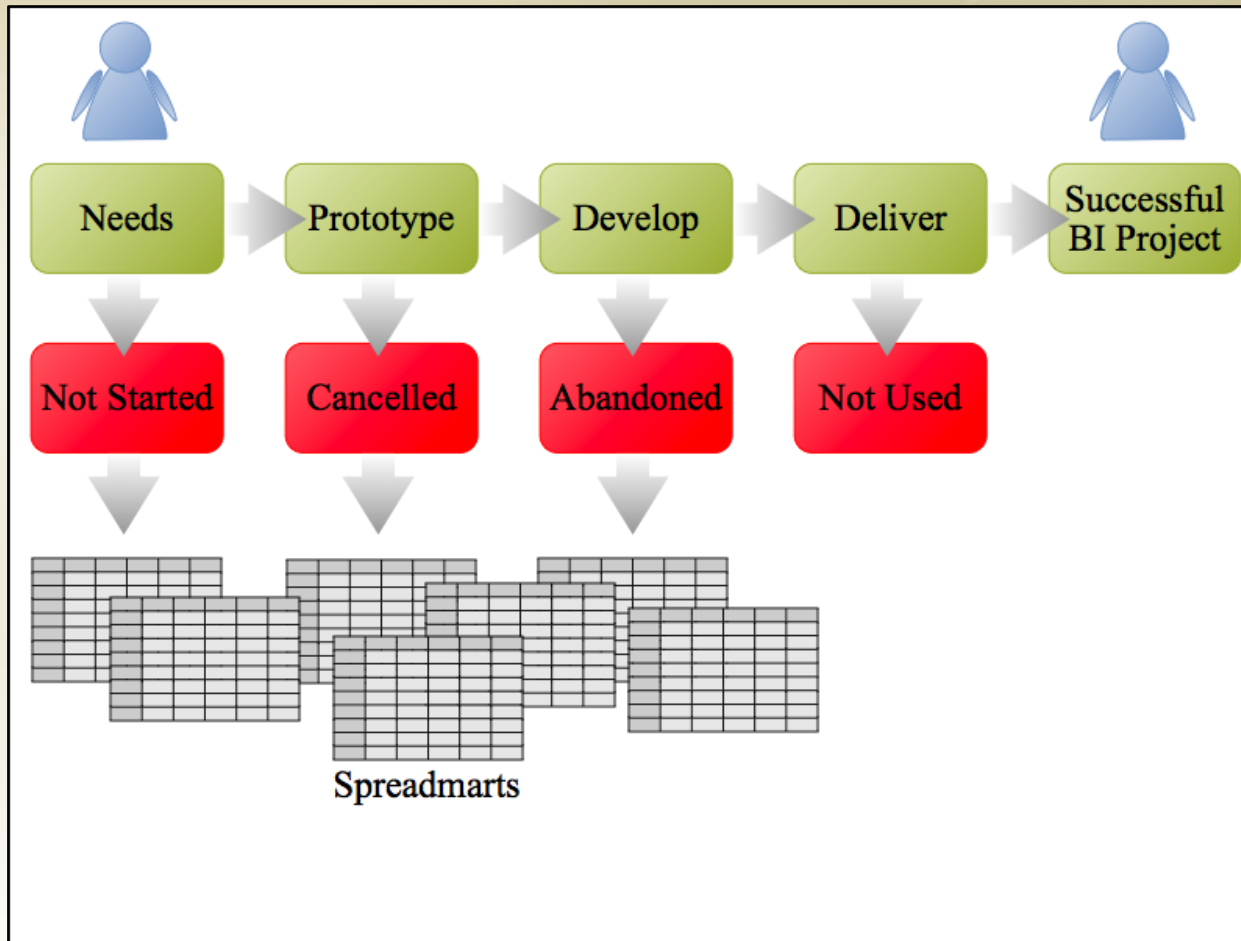
Parity with Proprietary

Accessibility

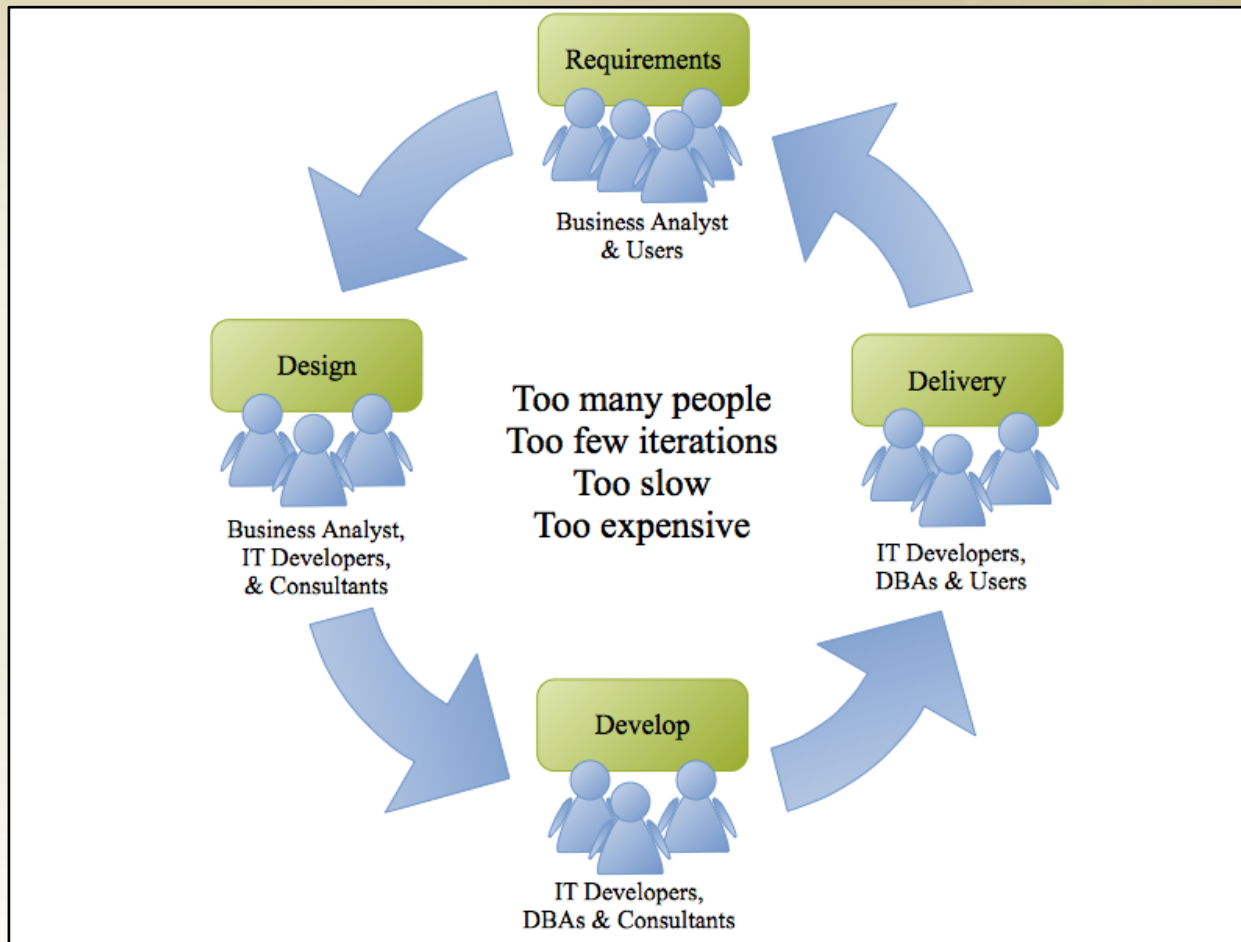
Anyone with access to internet can get full suite

Business Users can get up and running in minutes via cloud offering

Challenges of Business Intelligence Projects



The Old Way



Unified ETL, Modeling, and Visualization IDE for BI



Seamlessly integrates ETL, metadata modeling and data visualization

Enables quick, iterative approach to building BI solutions

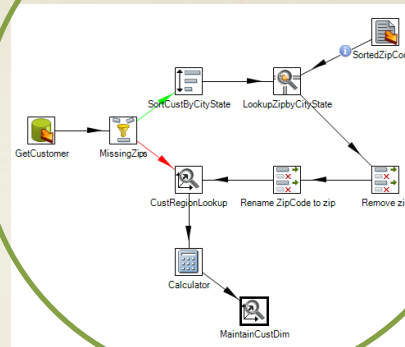
Allows business users to collaborate with BI/ETL developers

Exposed through new “perspectives”

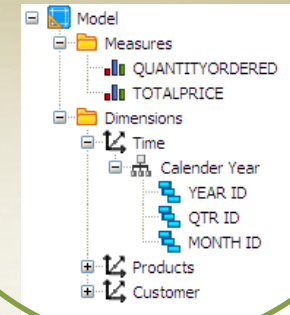
Supports Pentaho Agile BI

- Quicker to build
- Easier to adapt
- Faster time to value

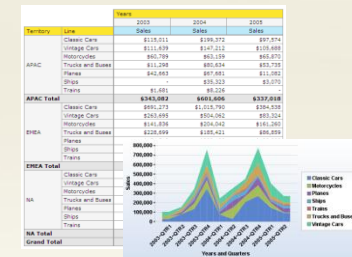
ETL



Metadata Modeling



Visualization



Faster Time to Value

Pentaho Agile BI Platform makes this all possible...

Load

access data from more data sources, structured and un-structured, real-time or batch

Build

single development environment for integrating, aggregating and modeling, creating data marts

Deploy

on-premise or in the cloud or both

Interact

easy-to-use, easy-to-administer tools for analysis, reporting and dashboards, end users with zero training

Agile BI with Pentaho Data Integration 4.0

DEMONSTRATION

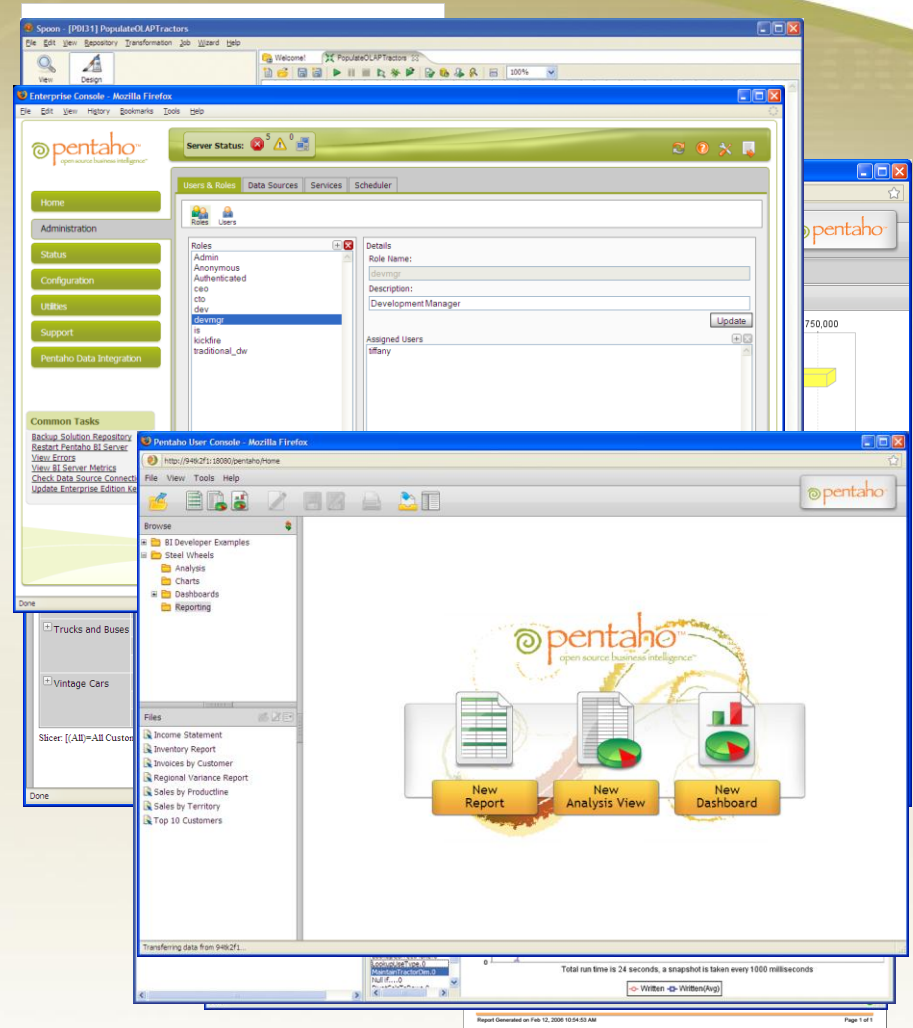
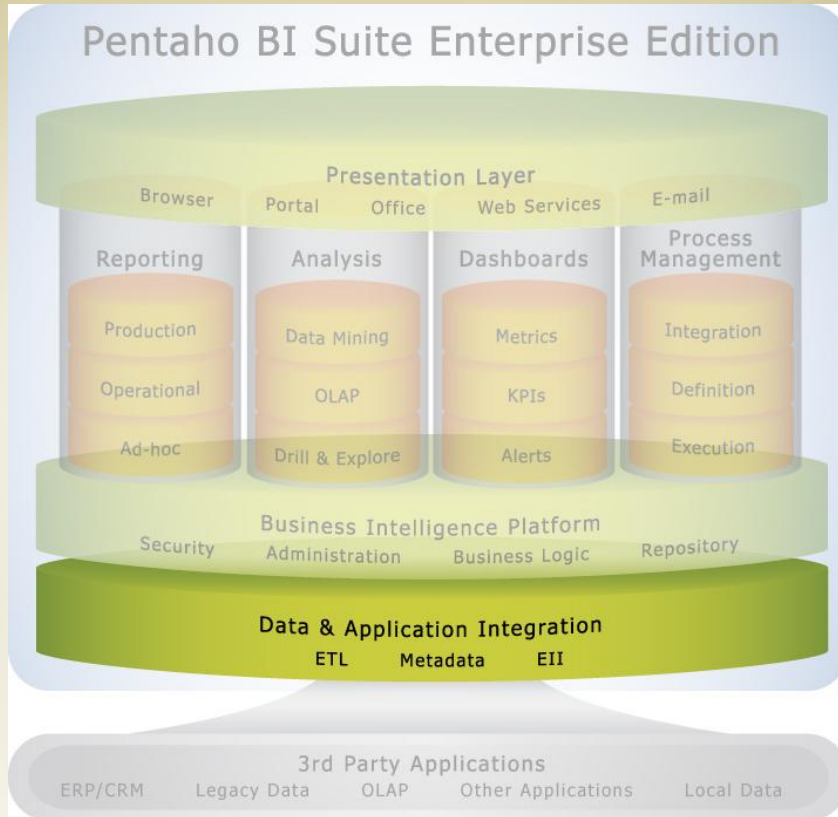
Agile Principals:

- Satisfy the customer/user through early and continuous delivery of valuable data and features
- Welcome changing requirements, even late in development
- Deliver a working solution frequently and measure progress by this
- Foster a closer working relationship between business people and developers
- Decide late, deliver fast

Agile Software

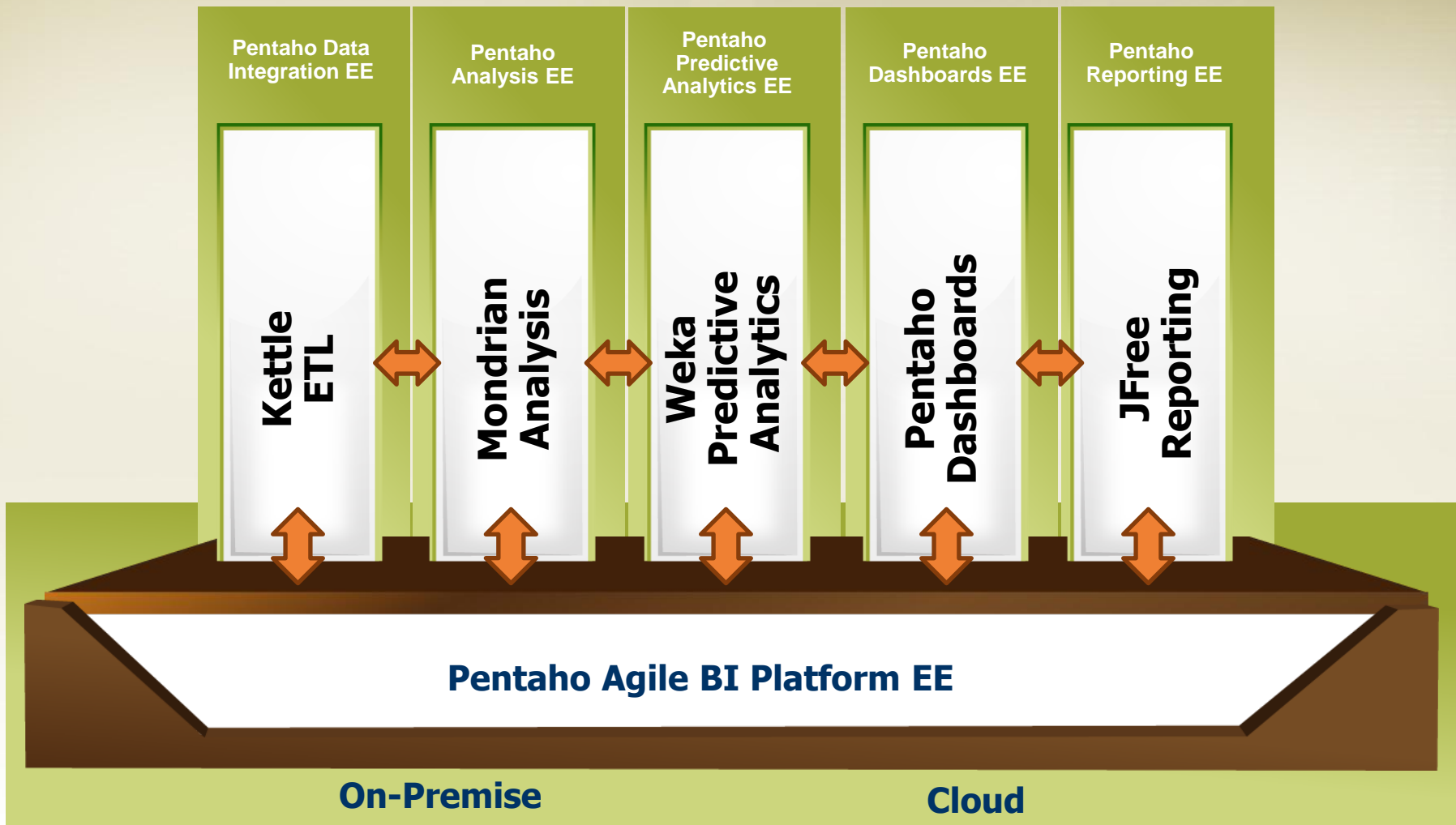
- Support quick iterations
- Offer full BI capabilities
- Make basic features easy to use
- Allow delivery to a large audience
- Allow prototyping

A Suite Isn't as Sweet If It Isn't Complete

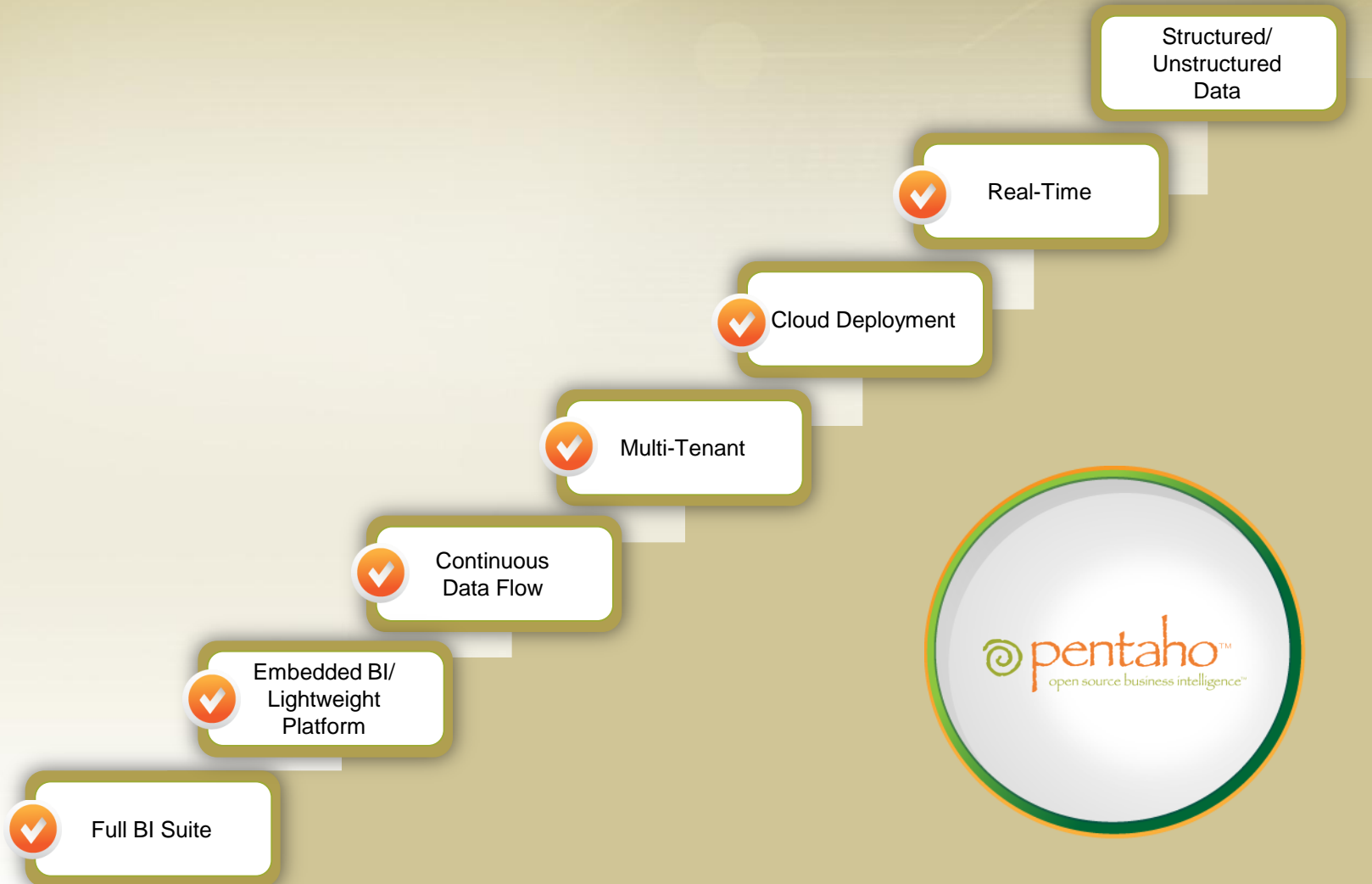


The Pentaho Platform Makes It All Possible

- ✔ Pentaho adds enterprise-class features & support services

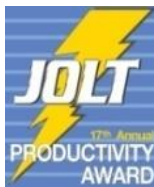


Ingredients for a Successful BI Platform



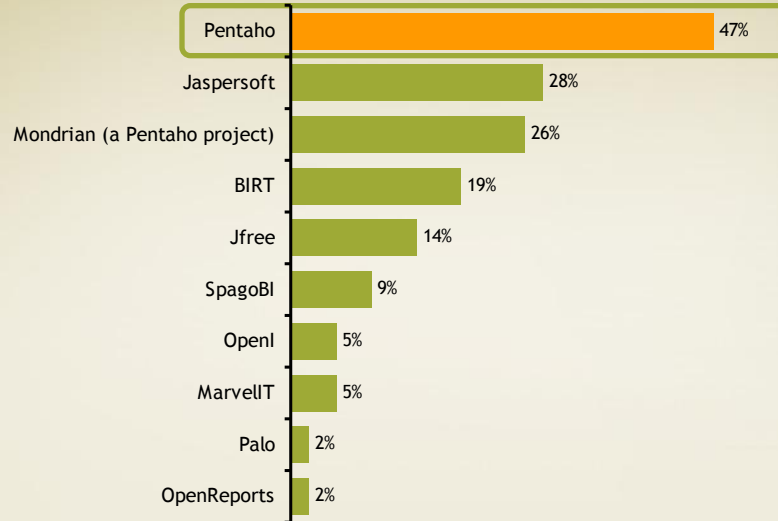
Company Overview

Widely recognized as the leader in open source BI

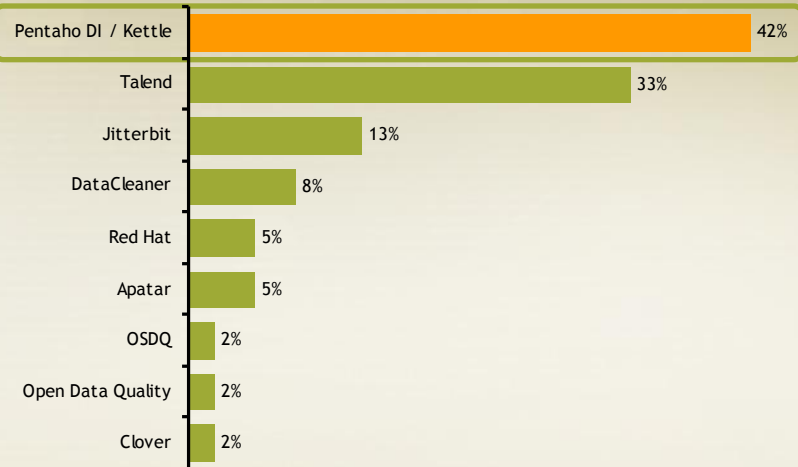


Open Source Leadership

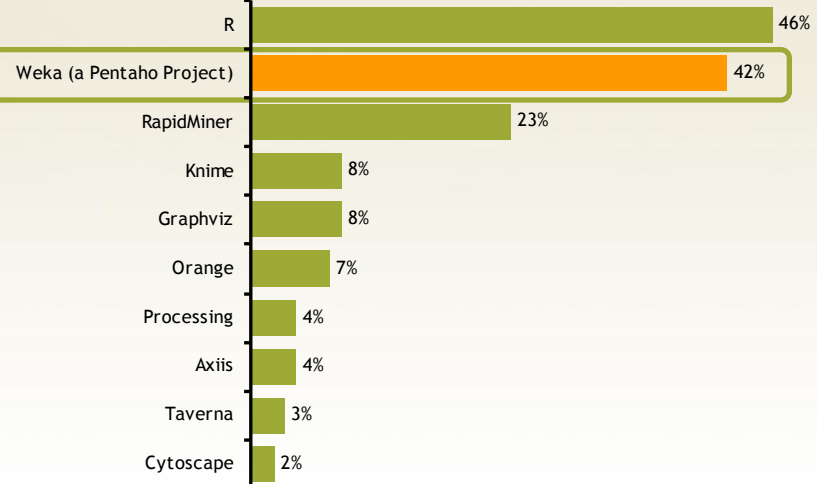
Open Source **BI** tools in use



Open Source **data integration** tools in use



Open Source **analytics** tools in use



#1 in OS BI

#1 in OS DI/ETL

*TDWI and BeyeNetwork Research

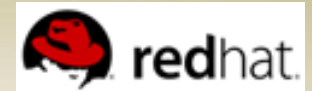
Pentaho Select Customers



Global Partner Network



Novell.



What Business Demands.



INGRES[®]



basis 06



MACONOMY
-people made profitable

S Q L
POWER



Adaptive Planning[™]

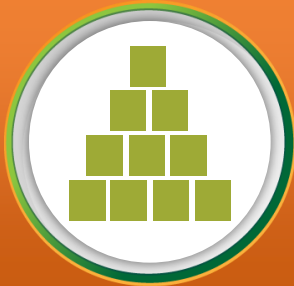


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Summary:

**Quicker To
Build**



**Easier for
Users
And
Developers**



**Faster Time
To Value**



What to do next?

- Stop by the EximiaBI booth to speak with us!
- Learn more at www.pentaho.com
 - Test drive online
 - Download Pentaho BI Suite
 - View product demos
 - Read white papers, analyst reviews and more