



# Birst BI & Analytics

SyteLine Symposium, September 22, 2017



## “Born in the cloud”

Complete analytics stack –  
visualization, ETL/data preparation,  
reporting and analysis



## Recognized innovators

Smart: patented smart data  
preparation for analytics and smart  
end-user visualization



## Addresses all architectures

Public and private clouds,  
on-premises, hybrid



## Built for the enterprise

Not a desktop tool –  
designed to scale economically



## Top ranked

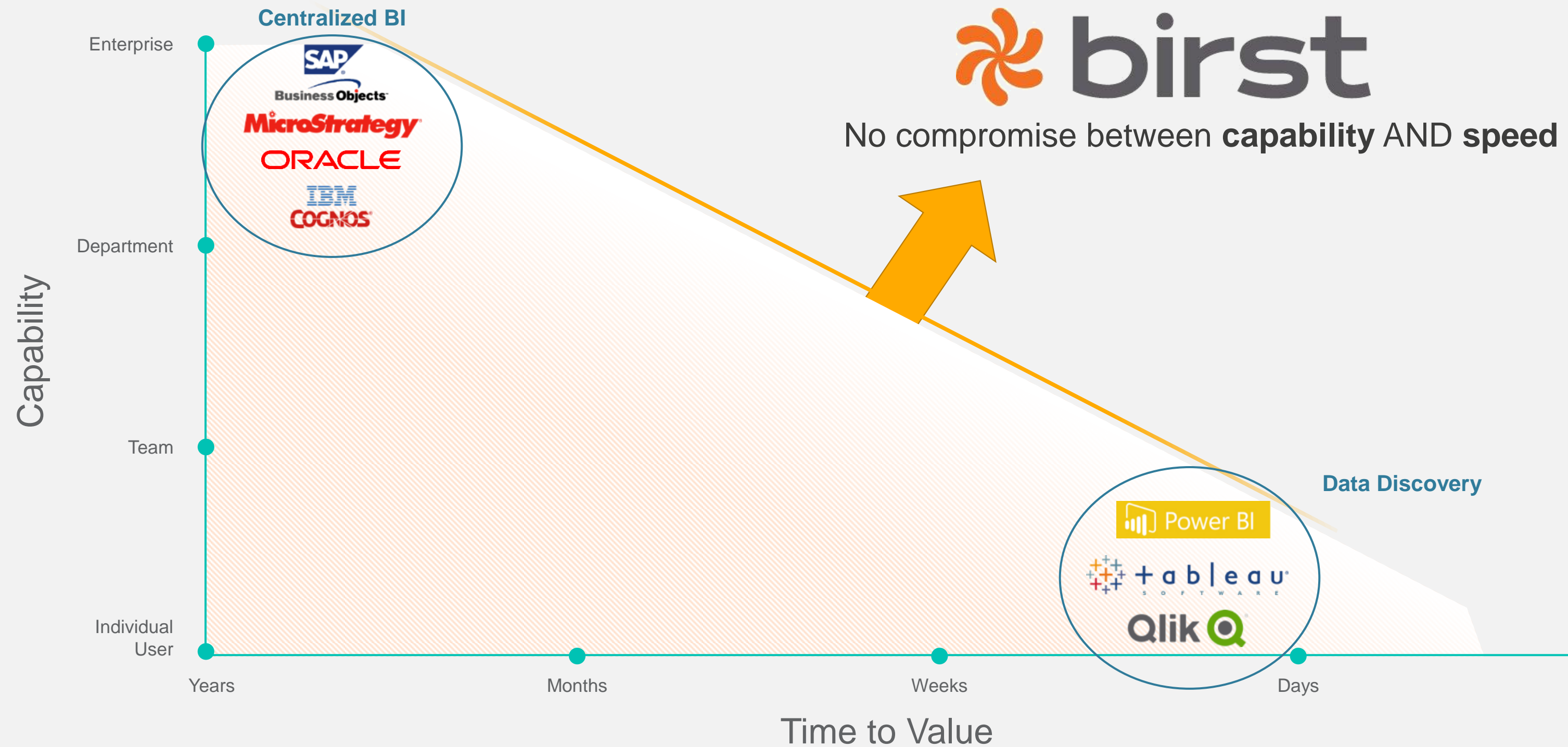
by leading industry analysts  
and experts



## Founded by industry veterans

400+ years of company  
analytics experience

# A no compromise solution for the enterprise



# Industry Analysts Recognize Birst Leadership: Today

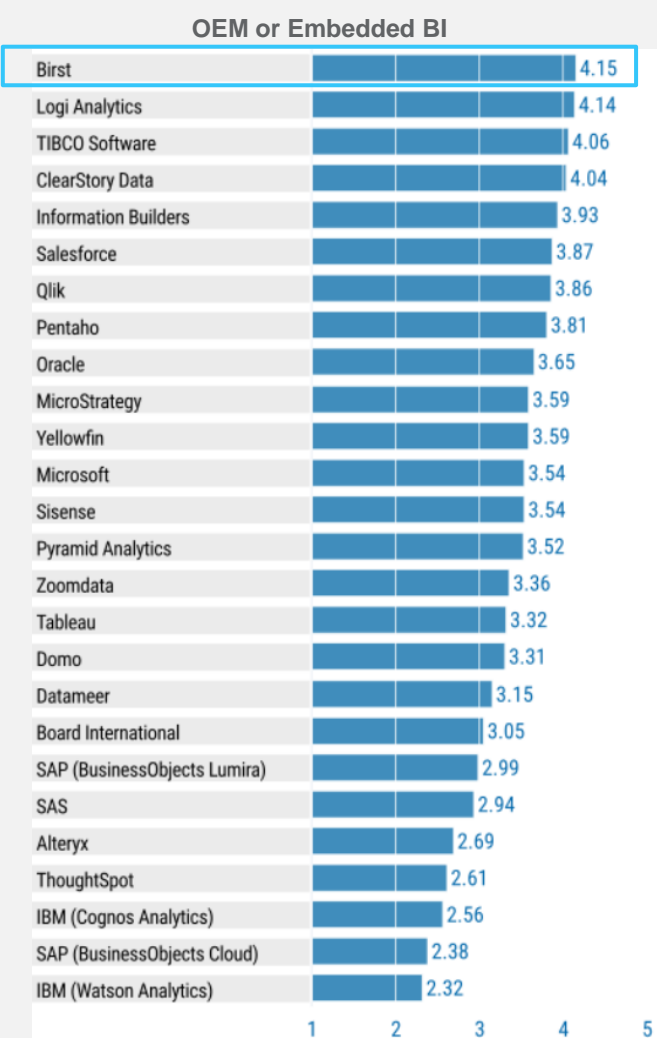
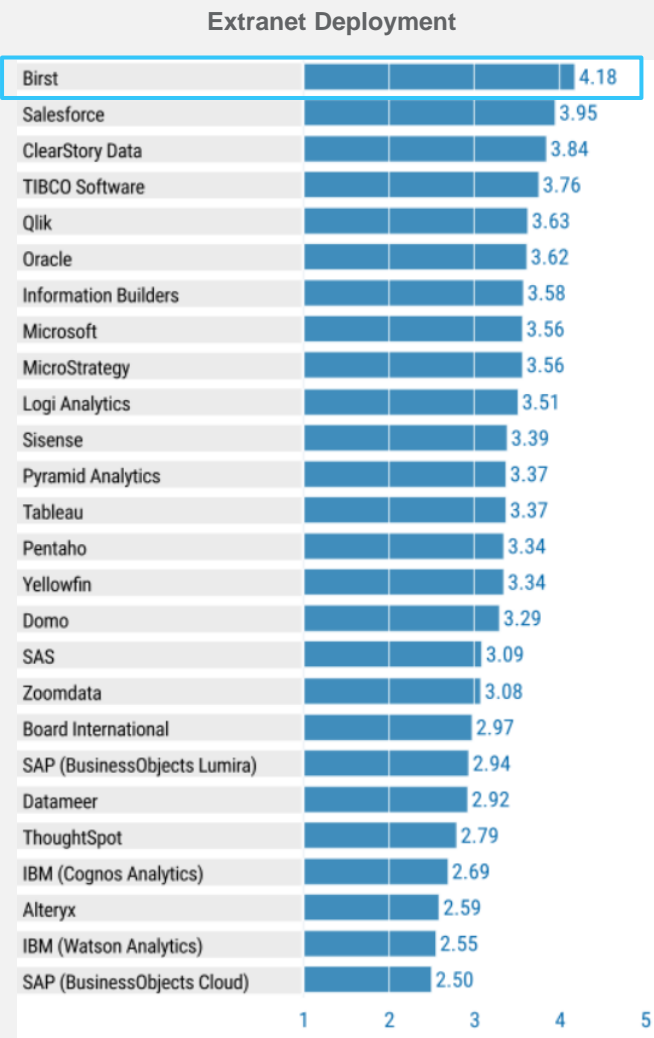
Gartner®

“Birst has defined the pioneering vision of what a set of cloud BI and analytics capabilities should look like.”<sup>1</sup>



Forrester Wave: Cloud BI Platforms<sup>2</sup>

## Analytic Applications



Gartner Critical Capabilities for BI & Analytics<sup>3</sup>

(1) Magic Quadrant for Business Intelligence and Analytics Platforms 2015, Gartner  
 (2) The Forrester Wave: Cloud Business Intelligence Platforms, Q3 2017  
 (3) Gartner - Critical Capabilities for Business Intelligence and Analytics Platforms, March 2017



# Cloud applications, meet cloud analytics



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## Industry domain

### System of record for mission critical data

- Petabytes of cloud data
- Zetabytes of on-premise data

### Science and machine learning

### Collaboration

### In-context analytics

### Global scale



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## End-to-end BI platform

### Cloud native; hybrid cloud leader

### Visualization and data blending

### Semantic layer

### Enterprise BI standard

### Federated data

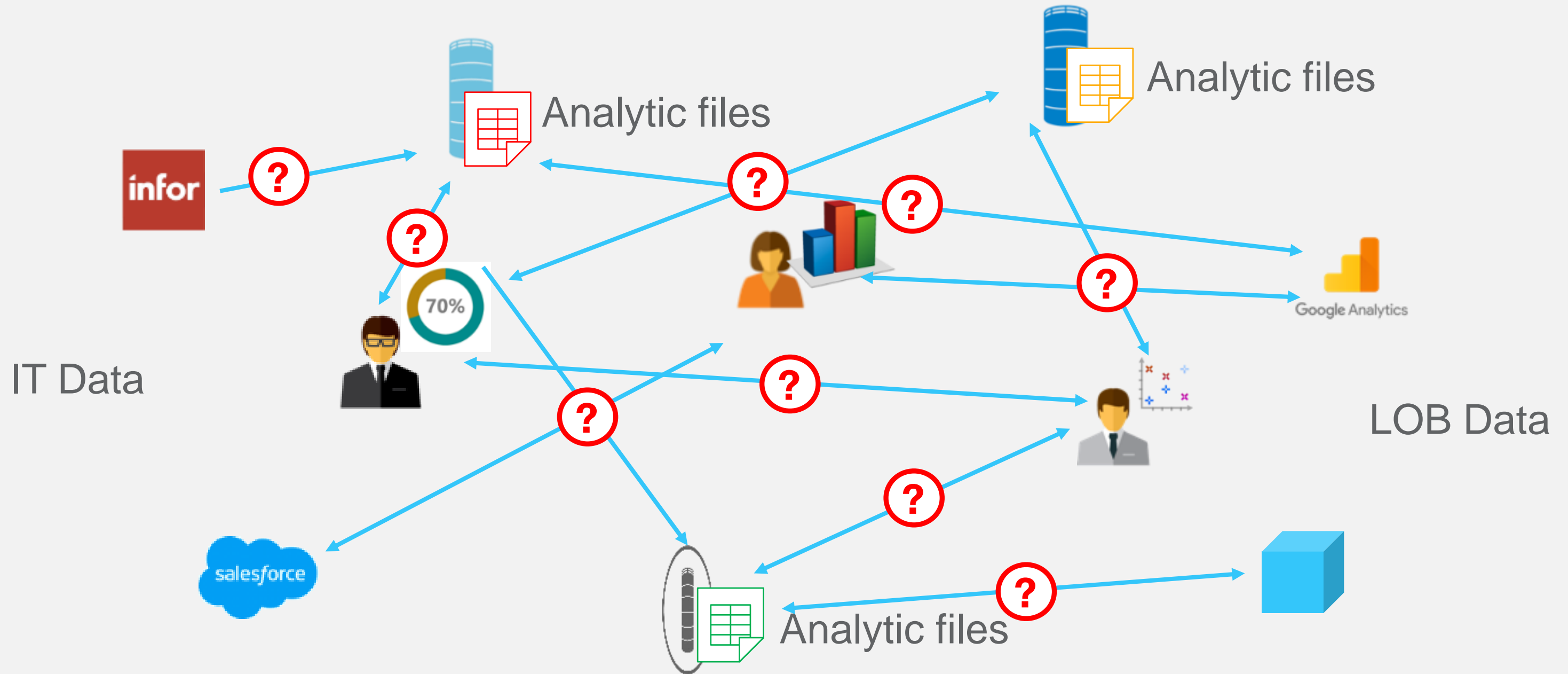


Why Birst





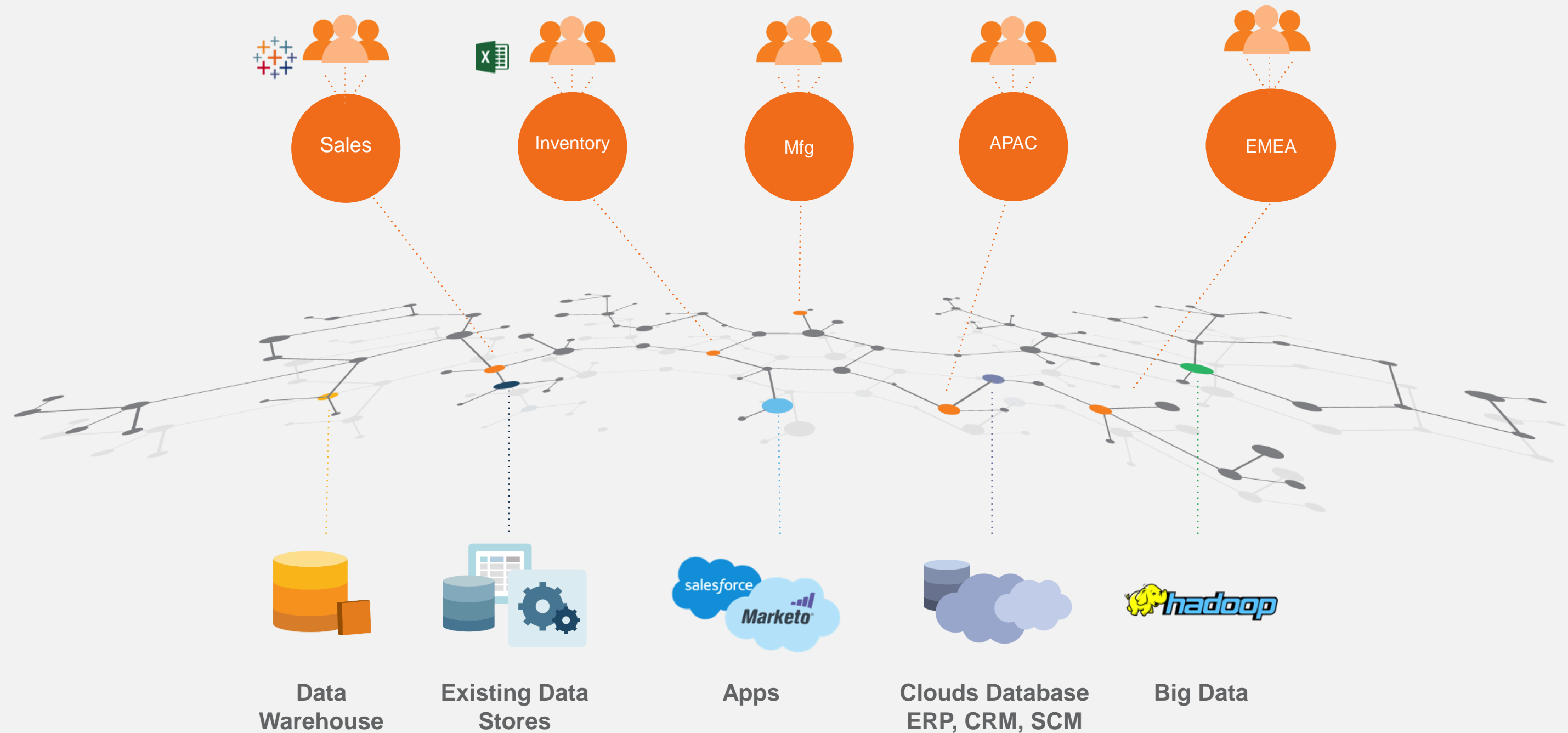
# Data, insights and users are disconnected



**Huge Detriment to Fast, Shared and Trusted Decision Making**



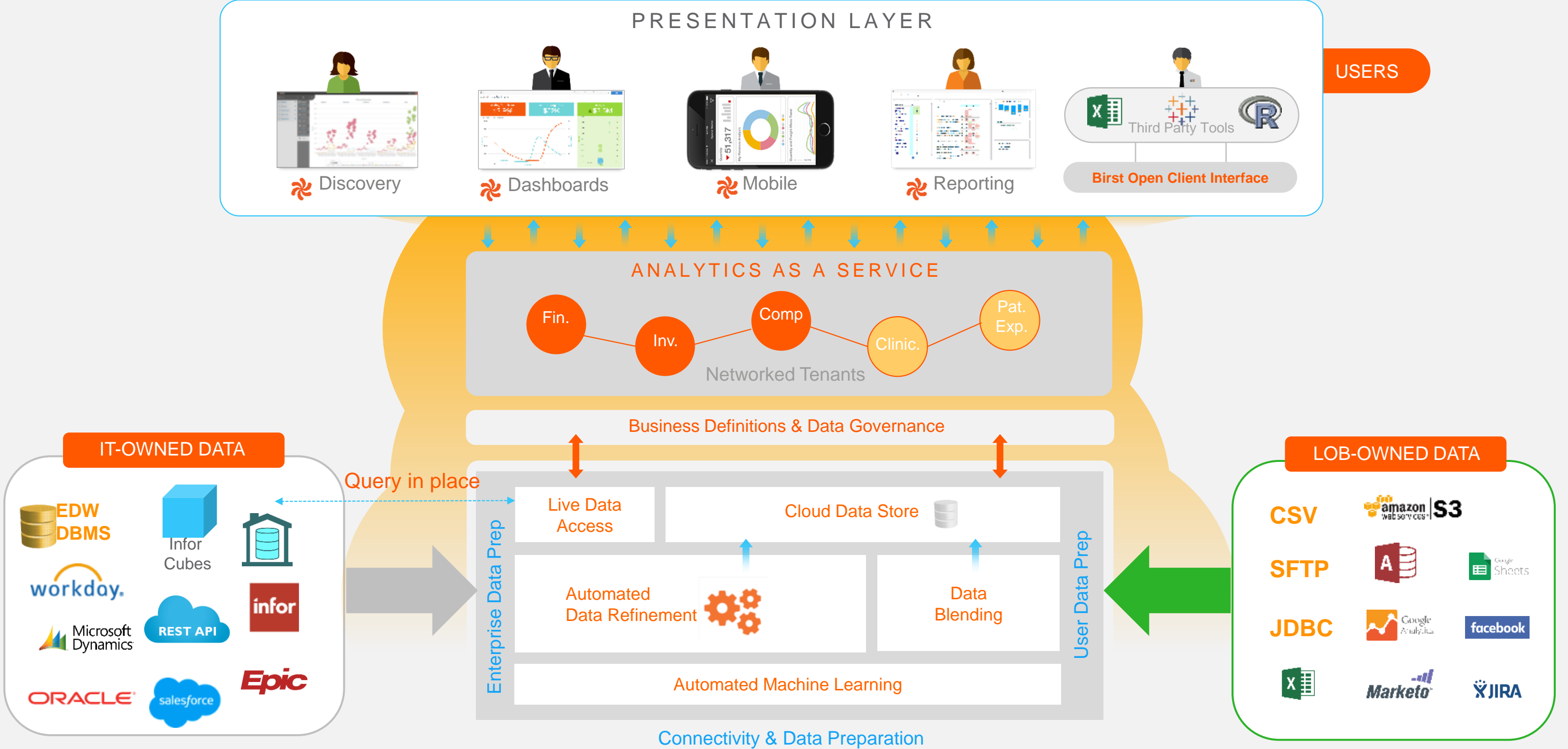
# Birst connects organizations through analytics



*A single networked view of data enabled by a multi-tenant cloud architecture*

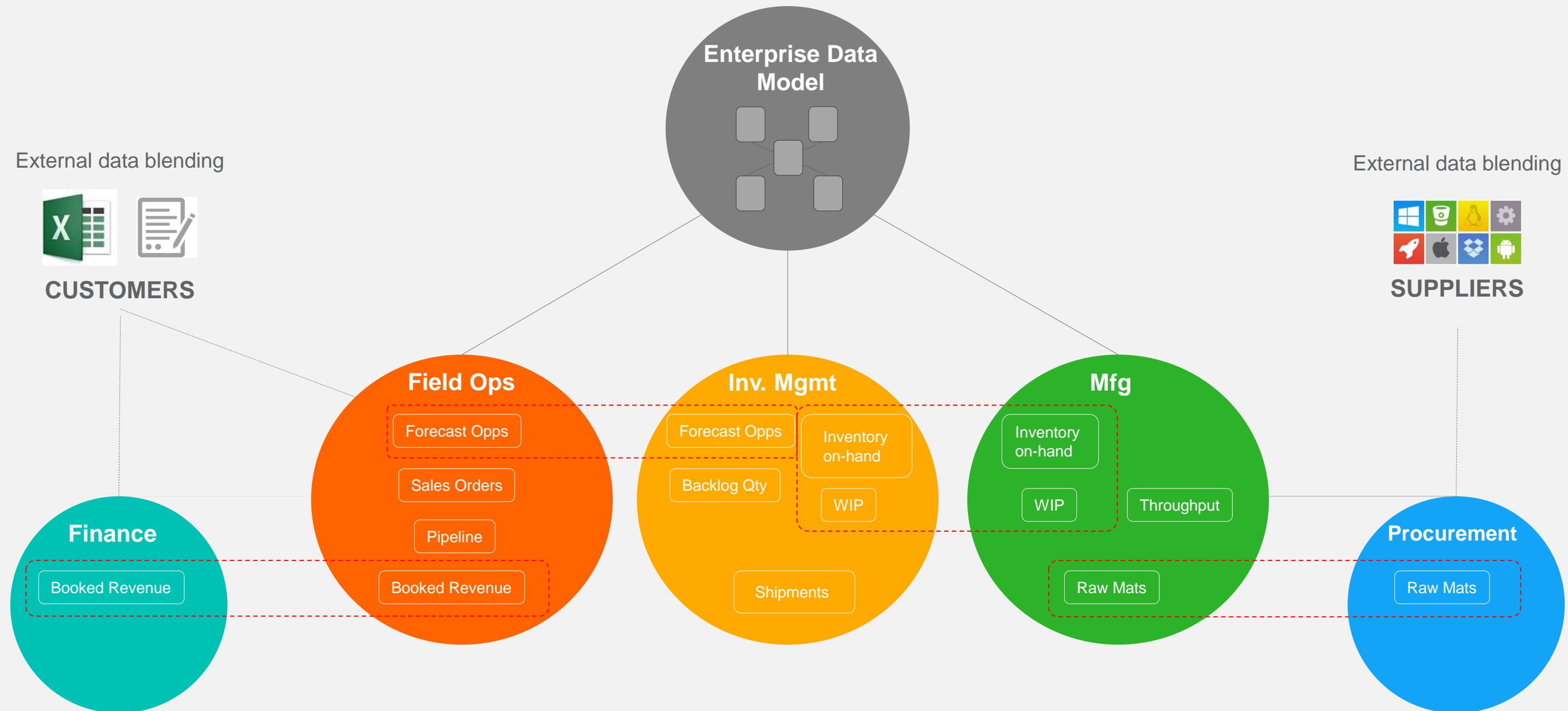


# Birst modern enterprise-class architecture





# Networking the supply chain





# Real customers achieving value



Fred Tiso

VP of Worldwide Supply Chain, Citrix Systems

Global and Local Data Sources:





# How Birst is being used today



## Use case

- |  |   |   |
|--|---|---|
| <ul style="list-style-type: none"><li>• Architect a digital supply chain</li><li>• Provide real-time visibility (every 7 mins)</li><li>• Integrate 400+ data sources (internal &amp; external / cloud + on-premise)</li><li>• Deliver on time w/o increasing inventory</li></ul> | <ul style="list-style-type: none"><li>• Understand promotion impact on margins</li><li>• Modernize BI across six business functions</li><li>• Unify data from eight legacy BI platforms</li></ul> | <ul style="list-style-type: none"><li>• Optimize procurement process</li><li>• Enable smarter negotiations with suppliers</li><li>• Unify PO information across 200+ ERPs</li></ul> |
|--|---|---|

## Quantified benefits

- |  |   |   |
|--|---|---|
| <ul style="list-style-type: none"><li>• 99% on-time delivery</li><li>• 5X increase in Inventory turns to</li><li>• 35% reduction in days in supply</li></ul> | <ul style="list-style-type: none"><li>• 7% savings on expedited shipping</li><li>• 2% sales increase from “just in time” delivery</li><li>• 90% reduction in overtime costs</li></ul> | <ul style="list-style-type: none"><li>• 4.5% annual savings on production purchases</li><li>• 5% annual savings on non-production purchases</li></ul> |
|--|---|---|

## Time to value

73 days

90+ days

91 days



# Customers across all industries, use cases, sizes

## Manufacturing / CPG



## Healthcare / life sciences



## Financial services



## Business services



## Retail / e-commerce



## Media / advertising



## Transportation / logistics



## Software





# Product Demonstration







# Lowest Total Cost of Ownership (TCO)

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.

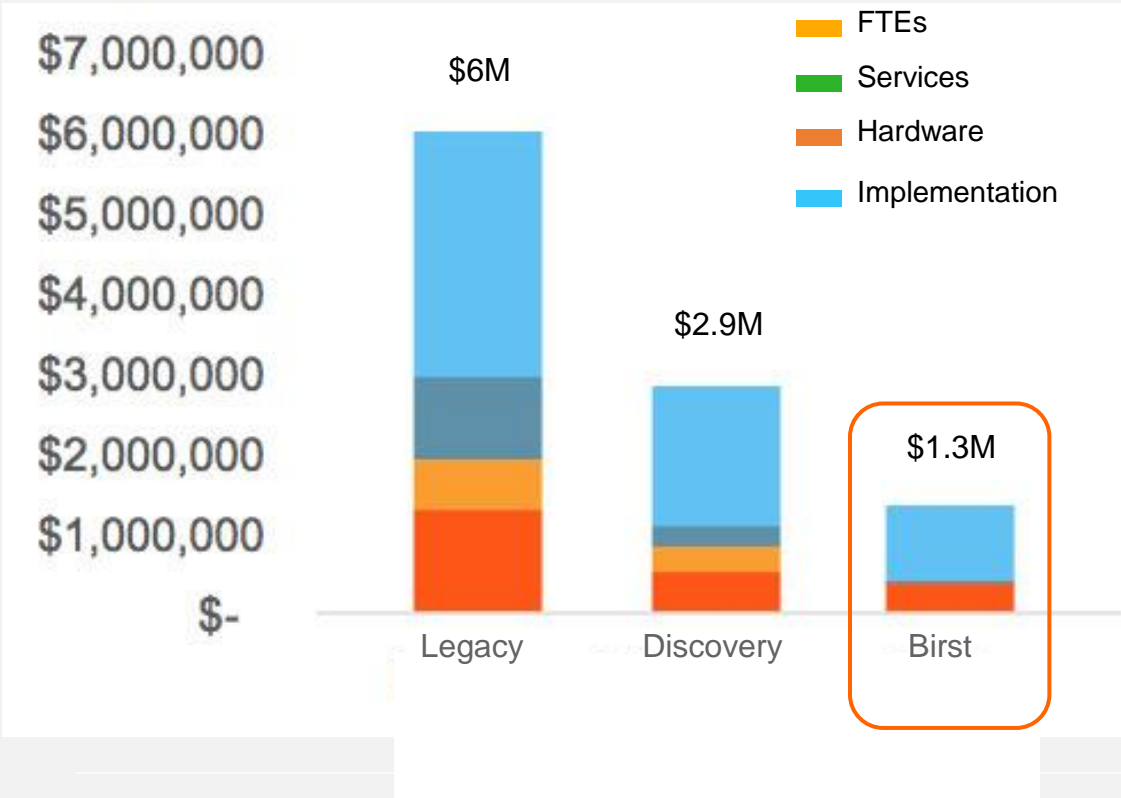
However, the ongoing cost of **IT FTEs** and **external services** required to manage deployment and ongoing support makes up **the bulk** of three-year ownership cost.<sup>1</sup>

Three-Year Totals: BI Platform Costs Components<sup>1</sup>  
(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.



<sup>1</sup> 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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# The Birst Advantage



**Variety of end user tools**  
Reporting, Discovery or Predictive



**Fastest time to value**  
Cloud architecture, patented technology



**Agility and trust**  
Self-service analytics with governance



**Holistic modern analytics**  
On Infor or any other data







# Learn more about Birst



## Architecting a Digital Supply Chain with Birst

How Citrix unified hundreds of data sources and increased inventory turns 5X.

A CASE STUDY





## Five Companies that Transformed their Supply Chains with Analytics





BUSINESS TECHNOLOGY LEADERSHIP

SEPTEMBER 14, 2015 | CIO.COM

## How Sunny Delight juices up sales with cloud-based analytics

Sunny Delight's CIO made a bold move when it was time to pick a cloud analytics service to identify deficiencies in its sales promotions and opportunities for sales growth. He let business managers make the decision.

By Clint Boulton



Analytics software has helped Sunny Delight Beverages boost profits by roughly \$2 million a year and trim \$195,000 in staffing costs annually, says

CIO Shawn Roberts. The cloud application, which Roberts settled on with the help of several business managers, allows the company's business departments to determine the investment for promotions as well as make adjustments to curb wasteful spending on overtime and pricey transportation options.

"We couldn't see an order from sales promotion to payment in a cost-effective, non-laborious way," Roberts told CIO.com. Sunny Delight engineers were manually extracting and cross-referencing data from several business intelligence tools to generate BI reports – an approach that would no longer stand under a corporate directive to streamline sales operations.

The challenge Sunny Delight faced is hardly unique. Many companies lack cohesive data management strategies for how data, analytics and people come together to create business value, according to McKinsey & Co. Data management typically happens in silos, with each department using a different BI application

to make some sense of business performance. CIOs, at DirectBuy and other organizations, seeking a so-called single version of the truth are increasingly unifying their data architectures.

### Too many BI solutions, too little time

Such an effort has been afoot at Sunny Delight since 2013, when third-party auditors revealed that business managers were using eight different BI applications to parse operational data, producing inconsistencies and redundancies. The company generates roughly \$550 million annually from selling its fruit-based drinks to grocery stores, drugstore, and other retailers. To boost sales, the company marks down each pallet of drinks by 15 percent. But it lacked a way to correlate the impact of these promotions to increased order volume, Roberts says. Also, information collected from Sunny Delight's sales was overly broad. It knew how much money it was making based on sales of certain customers, but not by region. "We couldn't tie it to the ebb and flow in sales," he says. If Sunny Delight was going to derive any value from its data it needed to make some changes.



Sunny Delight CIO Shawn Roberts

Working closely with CFO Bill Schumacher, Roberts selected a cross-functional team comprised of managers in sales, marketing, production, logistics, warehouse and accounting departments. Their goal was to "hammer out where our gaps were" and determine the most

The Infor logo consists of the word "infor" in a white, lowercase, sans-serif font, positioned within a solid red square. The letter "i" has a distinctive dot that is slightly offset to the top-left.

**infor**

Designed for progress™