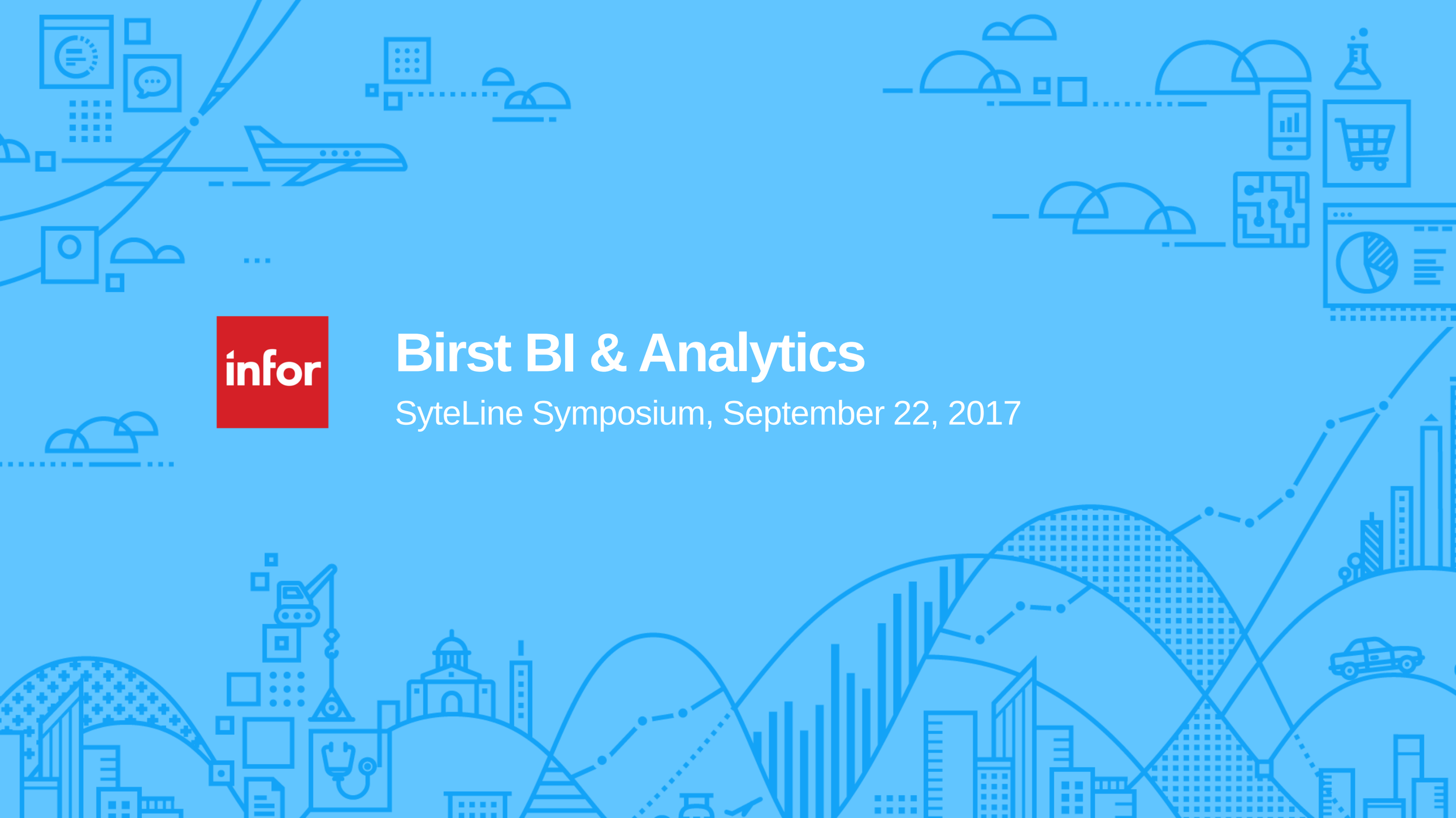

Birst BI & Analytics

SyteLine Symposium, September 22, 2017

birst
an Infor® company

“Born in the cloud”

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

Addresses all architectures

Public and private clouds, on-premises, hybrid

Top ranked

by leading industry analysts and experts

Recognized innovators

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

Built for the enterprise

Not a desktop tool – designed to scale economically

Founded by industry veterans

400+ years of company analytics experience

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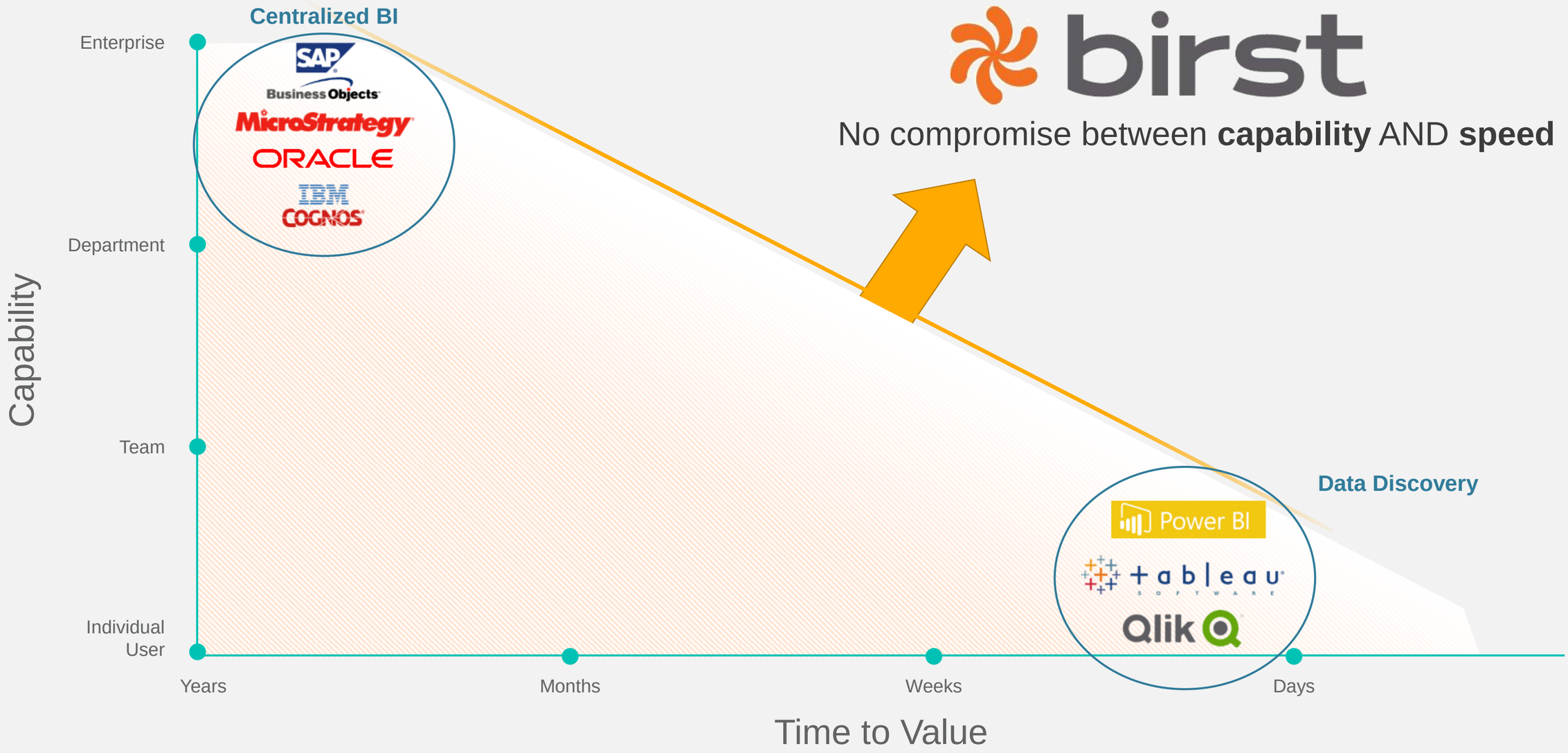
A no compromise solution for the enterprise



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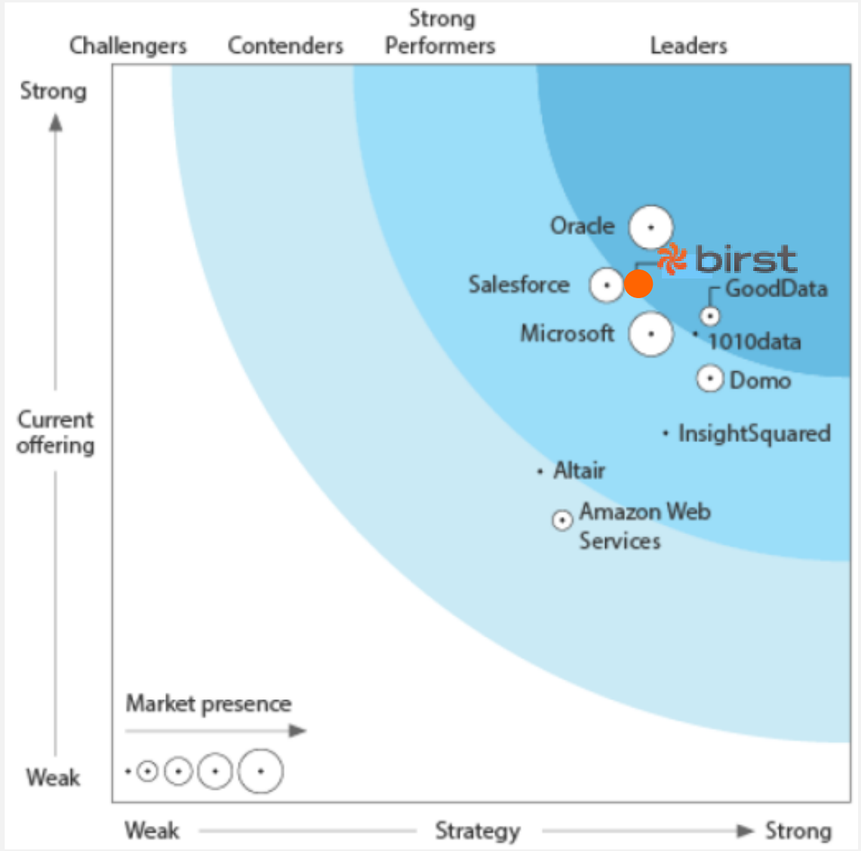
Industry Analysts Recognize Birst Leadership: Today

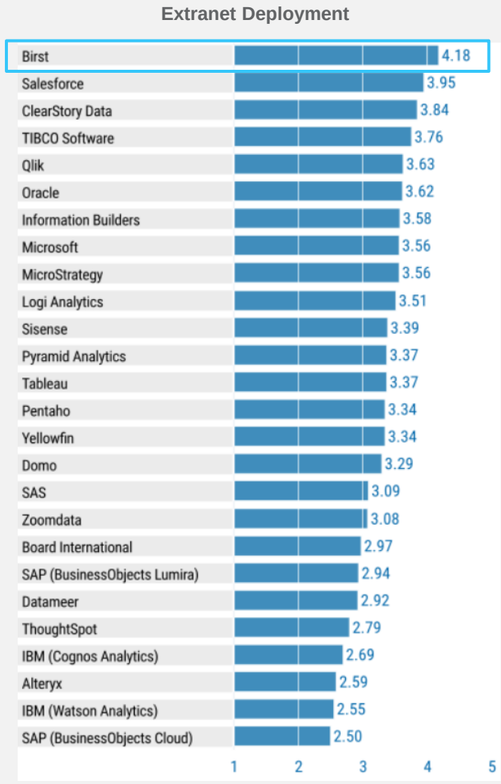
Gartner

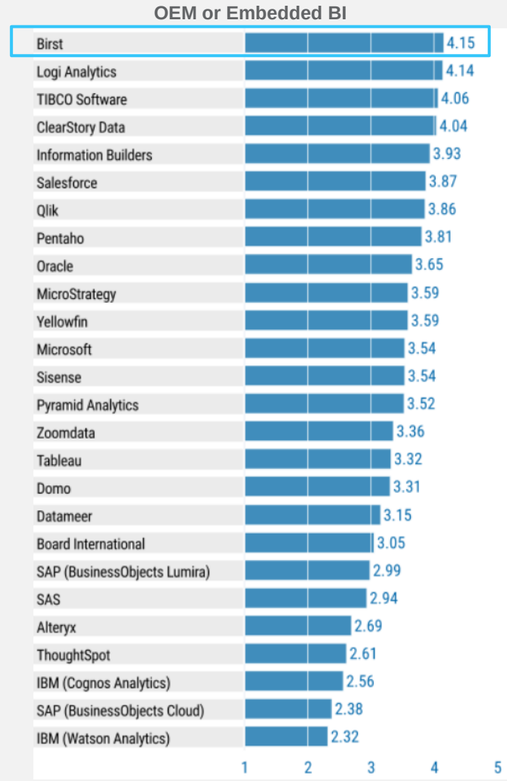
"Birst has defined the pioneering vision of what a set of cloud BI and analytics capabilities should look like." [1]



Forrester Wave: Cloud BI Platforms[2]

Analytic Applications





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, Q3 2017
(3) Gartner - Critical Capabilities for Business Intelligence and Analytics Platforms, March 2017

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Cloud applications, meet cloud analytics

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

End-to-end BI platform

Cloud native; hybrid cloud leader

Visualization and data blending

Semantic layer

Enterprise BI standard

Federated data

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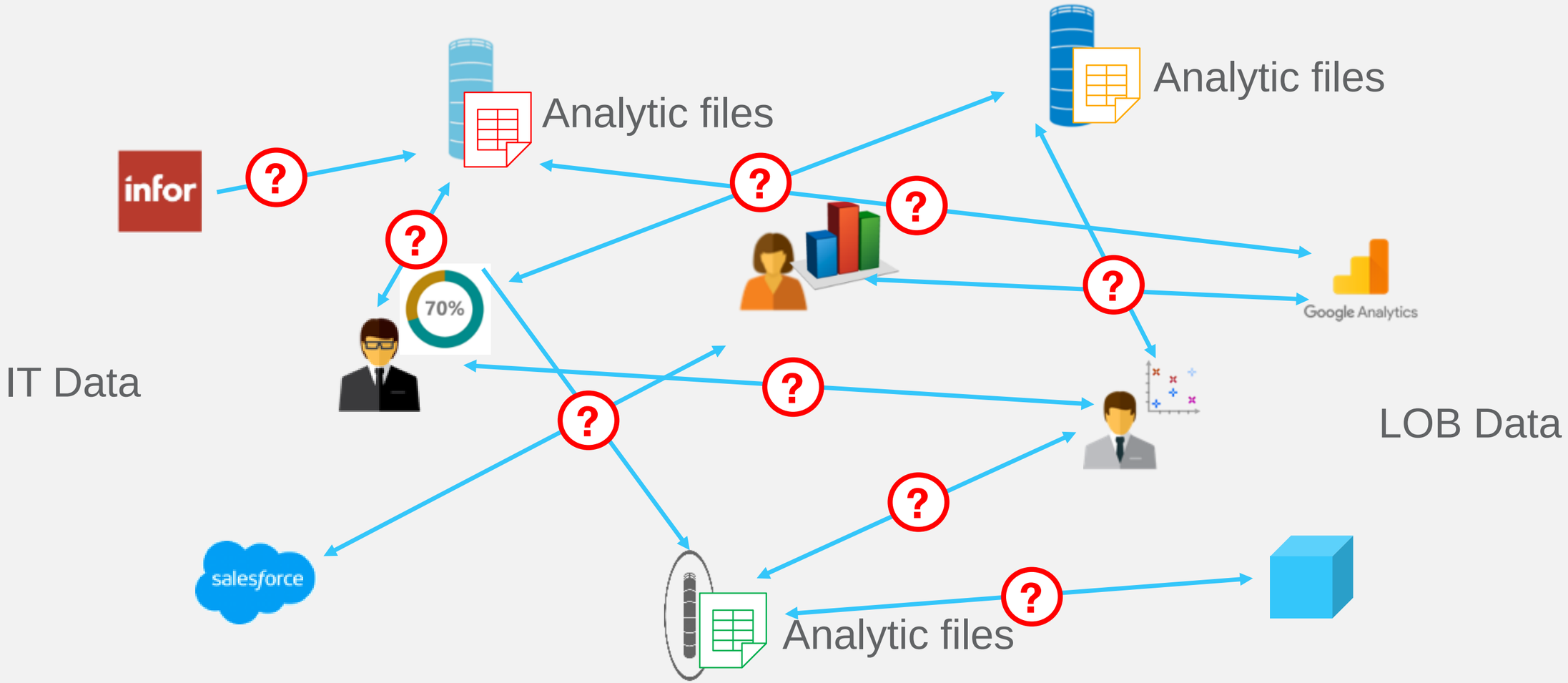
Why Birst

Data, insights and users are disconnected



Huge Detriment to Fast, Shared and Trusted Decision Making

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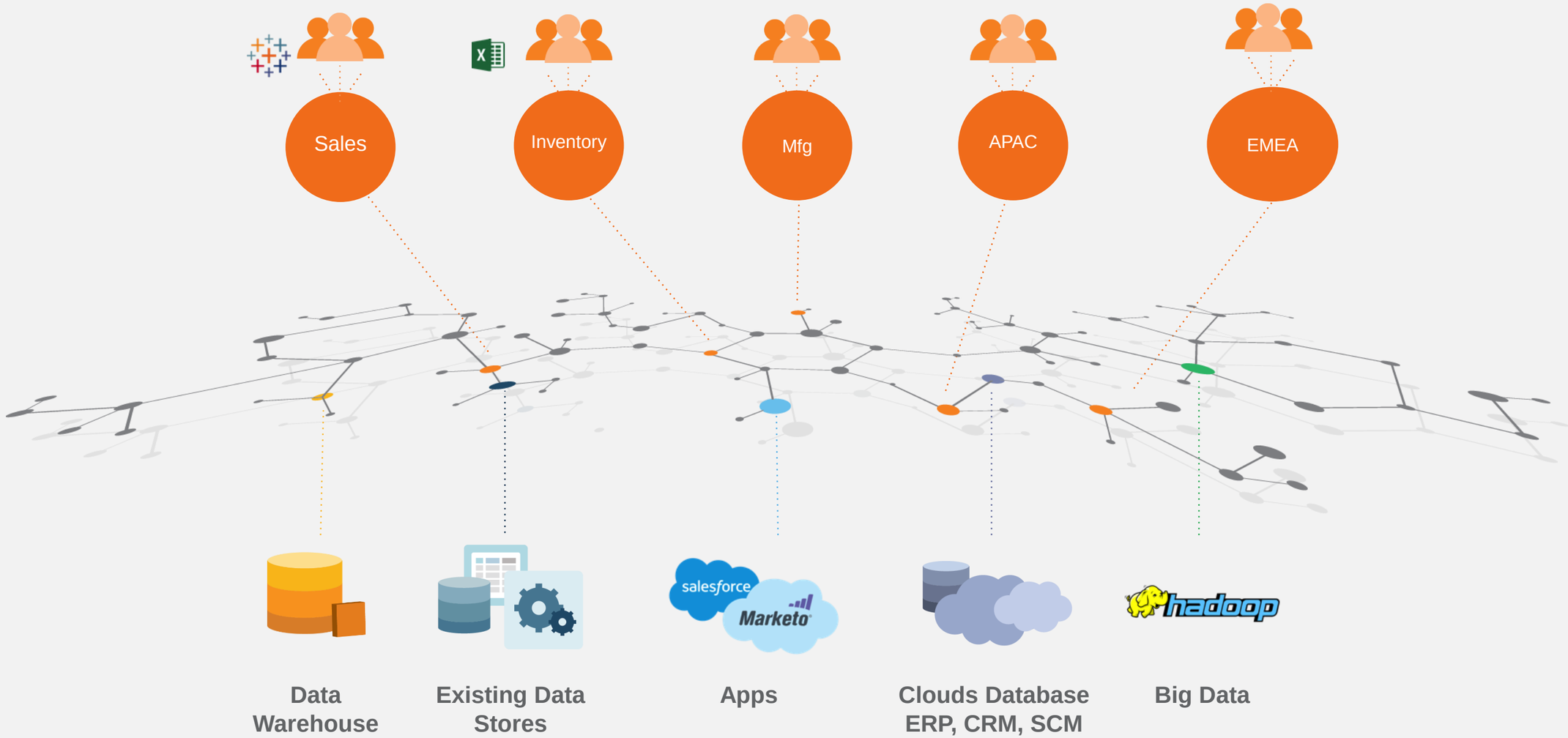
Birst connects organizations through analytics



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

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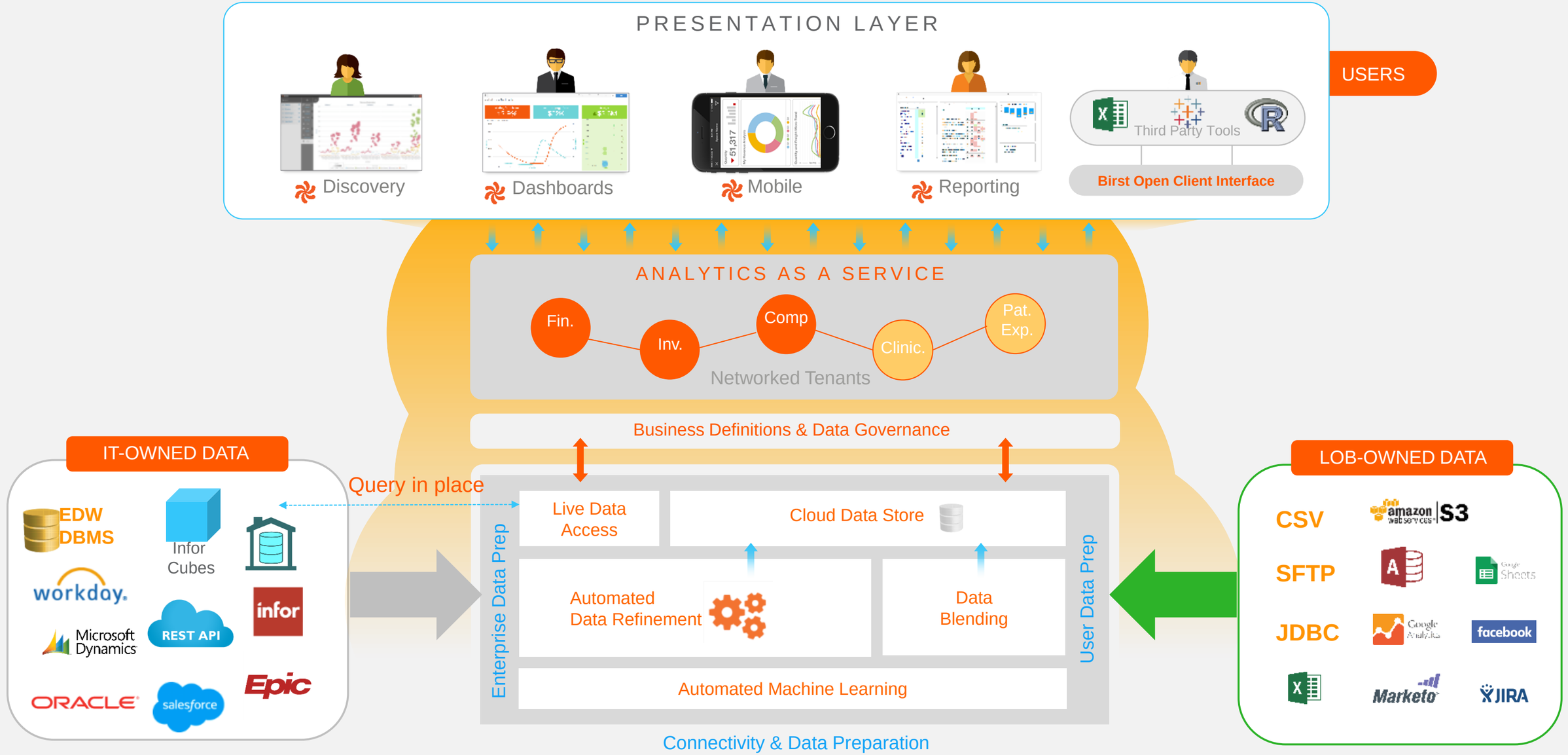
Birst modern enterprise-class architecture



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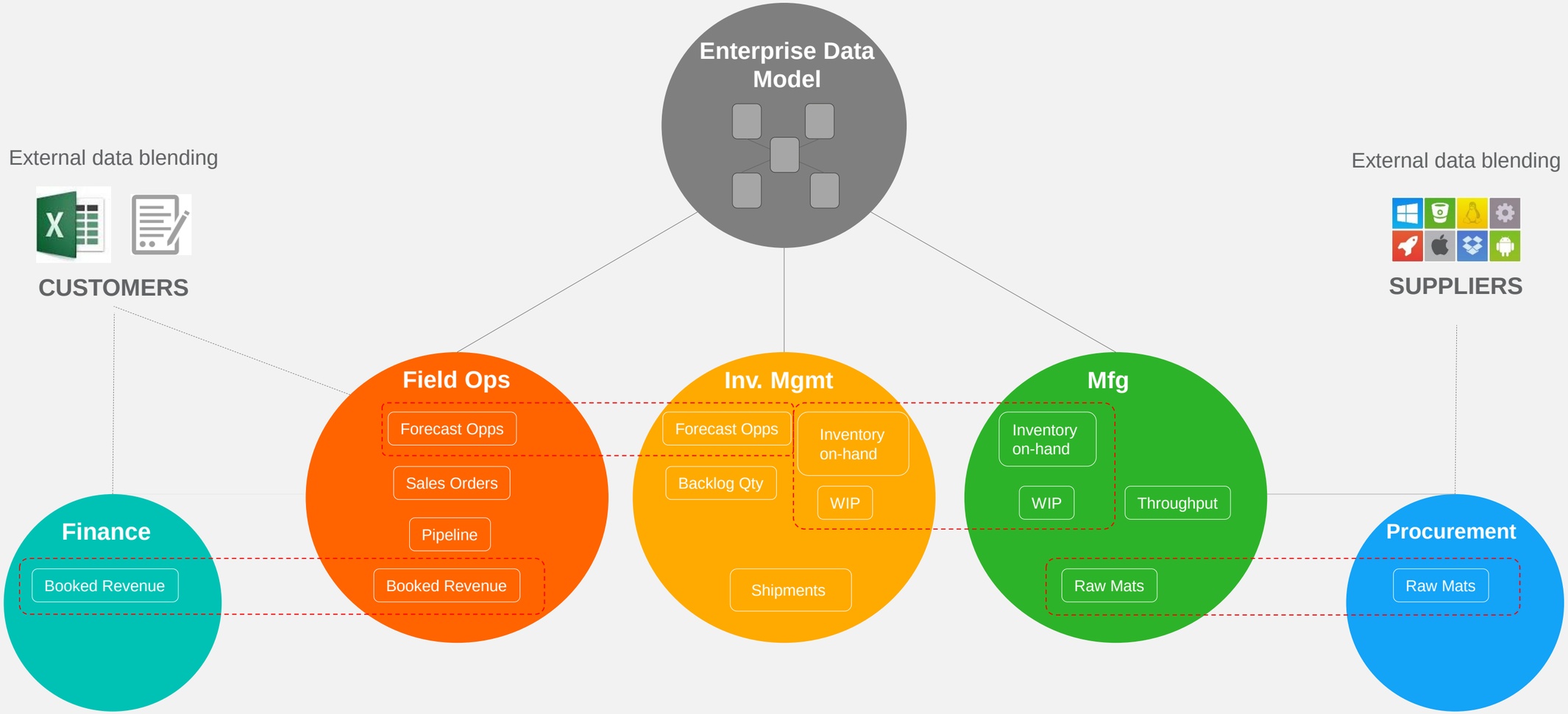
Networking the supply chain



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Real customers achieving value

Global and Local Data Sources:

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How Birst is being used today

	CITRIX	SunnyD	Schneider Electric
Use case	• Architect a digital supply chain • Provide real-time visibility (every 7 mins) • Integrate 400+ data sources (internal & external / cloud + on-premise) • Deliver on time w/o increasing inventory	• Understand promotion impact on margins • Modernize BI across six business functions • Unify data from eight legacy BI platforms	• Optimize procurement process • Enable smarter negotiations with suppliers • Unify PO information across 200+ ERPs
Quantified benefits	• 99% on-time delivery • 5X increase in Inventory turns to • 35% reduction in days in supply	• 7% savings on expedited shipping • 2% sales increase from “just in time” delivery • 90% reduction in overtime costs	• 4.5% annual savings on production purchases • 5% annual savings on non-production purchases
Time to value	73 days	90+ days	91 days

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Customers across all industries, use cases, sizes

Manufacturing / CPG

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

Healthcare / life sciences

QUINTILES
The Christ Hospital
bostonheart diagnostics
ELEKTA
athenahealth
IDEXX LABORATORIES

Financial services

synchrony FINANCIAL
Moody's
TransUnion
AMERICAN EXPRESS GLOBAL BUSINESS TRAVEL

Business services

CROSSMARK
PPL
VEOLIA
GREYSTAR

Retail / e-commerce

build.com
TOPGOLF
Tires LES SCHWAB
Specialty's
ZPG

Media / advertising

MTG
PUBLICIS GROUPE
News Corp
the knot WEDDING NETWORK
CBS Interactive

Transportation / logistics

Trimble
SWIFT
SIRVA
ARRIVA a DB company

Software

MEDALLIA
liveops cloud
esri
CISCO
MuleSoft

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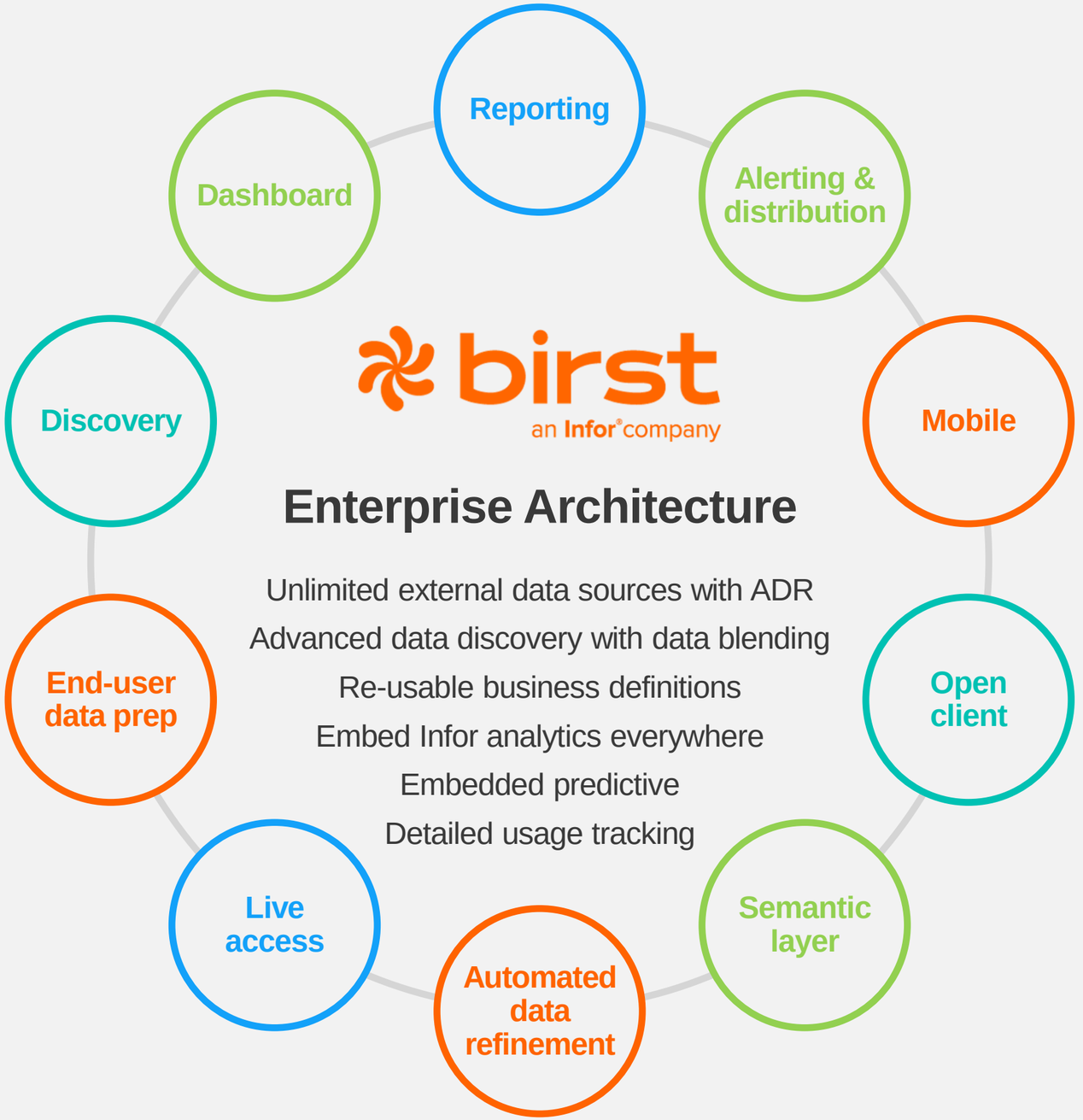
Product Demonstration



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Lowest Total Cost of Ownership (TCO)

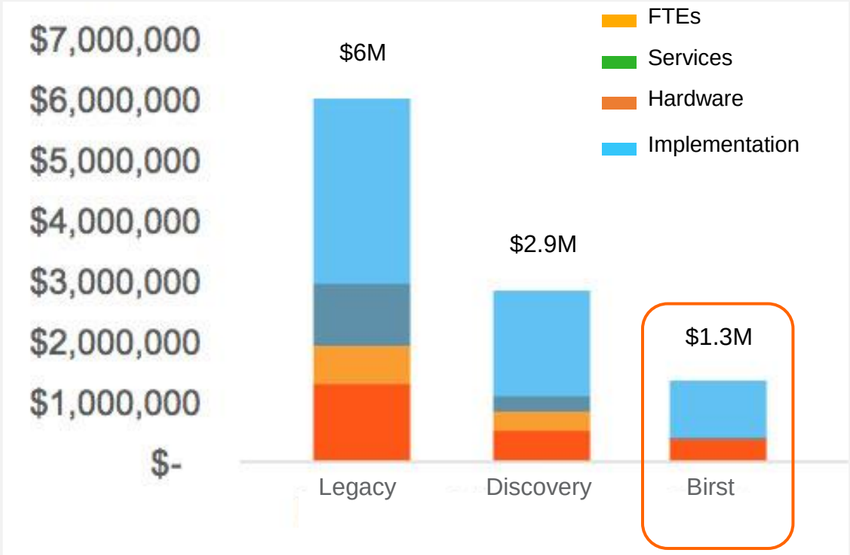
When evaluating BI platform ownership costs, licenses and recurring maintenance represent the most visible components, and most enterprises shortsightedly focus the bulk of their vendor comparison efforts on those elements.

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. [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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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

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Designed for progress™