



## ARRIA FOR MICROSOFT POWER BI



## INSIGHTS TO ACTION

Turn your data into intelligent narratives instantly to help identify, understand, communicate and action key insights!

**Arria for Power BI** intelligent narratives instantly enhance the value of your dashboard, providing a simpler, faster way to analyze and action data.

Arria natural language technology uniquely combines advanced analytics with industry-leading linguistics to instantly deliver the most intelligent narratives available, out-of-the-box, no code required! The configurable narrative capabilities support visuals, as well as all the underlying data, with expertly written short-form summaries or long-form reports.

### Arria Technology

Arria transforms structured data into natural language. Arria's advanced technology replicates the human process of expertly analyzing and communicating data insights, dynamically turning volumes of data into written narratives, at machine speed and massive scale. Arria's API-based architecture allows for seamless integration with business intelligence platforms. Deployable in three ways: cloud, private cloud, or customer-hosted.

### Client Review

*"Arria's built-in analytical and linguistic capabilities provide us with the technology to dramatically improve the speed and efficiency of our reporting. A key benefit for us is that we can use this powerful platform to create our own NLG applications within our department."*

– AstraZeneca, Brian O'Connor, Lead Director, Advanced Analytics GBS

### The Arria Difference:

- 1) **Out-of-the-box narratives** are user configurable and can be based on visuals or all underlying data.
- 2) **Choose narrative length;** from top line summary to narratives that drill-down to explain "what and why."
- 3) **Custom narrative models can** be developed in Arria Studio for your specific application which can be built for scale.

### The Value Delivered:

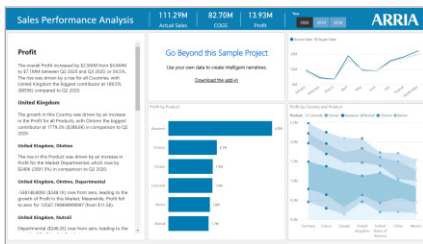
- 1) **Arria narratives deliver** contextualized summaries reducing the number of drill-downs needed – and therefore reducing analysis time from hours to seconds
- 2) **Speed to information means** you can impact operational efficiencies faster – and your top line growth
- 3) **Remove inconsistency of** data analysis – Arria is 100% accurate, 100% of the time.

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### Interactive Sample Dashboards

Select one of the sample dashboard projects below, give it a try!

Each interactive dashboard below includes Arria narratives to demonstrate the value you receive by adding contextualized written summaries to support visuals.

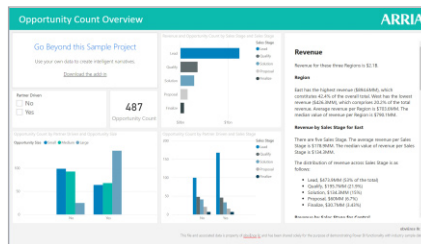


[View Live Dashboard](#)

### Sale Performance

Comprehensive sales performance across multiple categories (5 tabs).

[Download This Dashboard](#)



[View Live Dashboard](#)

### Sales Opportunities

In depth coverage of sales stages and opportunities (4 tabs).

[Download This Dashboard](#)

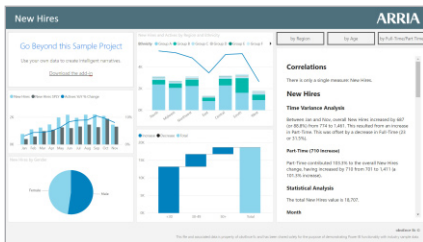


[View Live Dashboard](#)

### Cost / Expense

YTD spend by cost elements, area analysis, budget vs actual (3 tabs).

[Download This Dashboard](#)

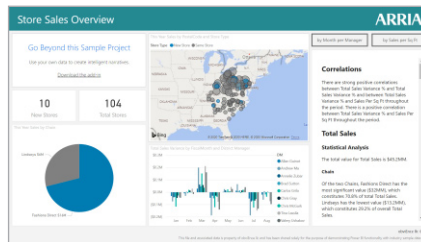


[View Live Dashboard](#)

### Human Resources

New hires, locations, pace, status, salaries, success rate, etc (3 tabs).

[Download This Dashboard](#)

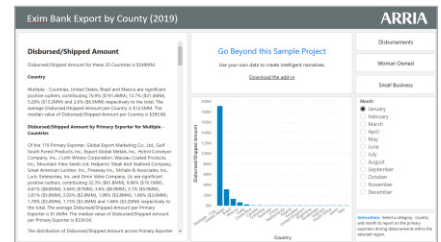


[View Live Dashboard](#)

### Retail Store

Total stores, new stores, product sales per sq ft, ROI, etc (3 tabs).

[Download This Dashboard](#)



[View Live Dashboard](#)

### Global Fulfillment

Import/export, profile, shipments, disbursements, etc (1 tab).

[Download This Dashboard](#)

Want to experience Arria for Power BI using your own data?

[Get started! Download the Arria for Power BI add-in >](#)

### 6 Configurable NLG apps – plus, Arria Answers



#### Descriptive Statistics

This app analyzes measures over combinations of dimensions. It describes any data points that are deemed to be unusual when compared to the mean of the measure.



#### Time-based Variance

This app performs variance analysis and generates narrative to report key insights. It analyzes and reports the performance of one measure between two time periods.



#### Target-based Variance

This app performs variance analysis and generates narrative to report key insights. It computes and reports the variance between an actual value and a target or budgeted value.



#### Pie Chart

This app performs analysis of a measure by dimension. It describes results as percentages and values, identifying critical insights and explaining the significance of outliers.



#### Bar Chart

This app analyzes measures over combinations of dimensions. It generates narrative reports on the significant statistics and/or variances, as shown in a bar chart.



#### Line Graph

This app analyzes measures over combinations of dimensions, over time. It generates narratives that report on the significant statistics and/or variances, as shown in a line graph.



#### Arria Answers

An advanced conversational-AI application that integrates with Power BI, bringing together Arria's foundational natural language generation and insight analytics with other natural language technologies (NLP, NLU and NLQ).

[WATCH INTRODUCTORY VIDEO](#)

[Ready to get started? Download now >](#)

## ARRIA FOR MICROSOFT POWER BI

Get started with a 14-day free trial

## Standard

## Arria Apps

**Get started!** Arria Apps deliver an out-of-the-box natural language generation (NLG) experience. No scripting or coding required. The Standard bundle includes 6 apps, plus Arria Answers.

## VISUAL APPS:

- Pie chart, Bar chart, Line chart

## ANALYTICS APPS:

- Descriptive statistics
- Time-based variance
- Target-based variance

## ARRIA ANSWERS:

Combines advanced insight analytics with natural language technologies (NLG, NLP, NLU and NLQ). The multi-turn drill-down capability offers a more enhanced conversational context.

Includes up to 50,000 word count per user.  
Contact sales for pricing – [sales@arria.com](mailto:sales@arria.com)

## Premium

## Arria Apps + Arria Custom BI

**NLG your way!** Get access to Arria Apps (at left) along with the ability to view any number of custom projects created by Arria, or your company.

Arria Apps make it easy to introduce NLG across your organization, helping to broaden BI adoption.

Arria Custom BI allows you to tailor the narratives based on your use case. This is made possible with Arria Studio.

## Definitions

**Viewers** - Users who view and dynamically interact with data analytic business intelligence platforms and other web applications.

**Creators** - Users who create/edit Studio projects that generate narratives for Viewers to interact with.

Includes up to 50,000 word count per user.  
Contact sales for pricing – [sales@arria.com](mailto:sales@arria.com)

## Proven Business Value

**Arria for Power BI** is a tool that will enhance and accelerate current data analytics and workflows – while offering substantial savings!

## Key benefits reported:

- Reduces time to insights
- Increases speed and efficiency of report-writing
- Provides more accurate decision-making

## ROI - Time and Cost Savings Table

Potential savings calculation based on 1 hour per week, per user\*

# of BI Users	20	100	1,000	5,000	10,000
Weekly Savings	\$780	\$4k	\$39k	\$195k	\$390k
Annual Savings	\$40k	\$201k	\$2M	\$10M	\$20M

\*Based on annual salary of \$75,000 / 240 days per year  
Cost per day - \$312 / 8 hours per day / \$39 per hour