

Solutions  
Review

# Business Intelligence Buyer's Guide

Includes a Category Overview  
The Top 10 Questions to Ask  
Plus a Capabilities Reference of  
the Leading 28 Providers for  
Business Intelligence Solutions



## INTRODUCTION

Modern Business Intelligence platforms offer an expansive list of features that are aimed at providing users with the tools they need to produce actionable insights. Data has become vital to the business model in many ways, and as a result, organizations are digging deeper into their data than ever before. Vendors have taken this to heart, developing a slew of new capabilities and feature enhancements to try and market their software. While some functions, like data discovery, have taken hold, others remain little more than novelty. An analytics solution is simply a means to an end, and that end is the production of noteworthy findings that give you an edge over the competition.

Business Intelligence feature offerings remain fractured. Legacy providers continue to offer dashboard and reporting capabilities that were traditional since widespread adoption of analytics solutions began. Analytics startups have entered the self-service camp, a market that has boomed in recent months. There is still plenty of room for the old and new of course, and deciding which solution best matches up with your organization largely depends on what kind of data environment you live in. As enterprises move away from IT-centric BI tools, they aim to deploy solutions that enable democratization and end-user autonomy.

Business Intelligence and Data Analytics has been the top trending priority for global CIOs for more than five years. Despite this, disruption in this sector has forced legacy solution providers to invest in next-generation capabilities that enterprises require. This market, while previously thought of as a mature technology sector, has seen an advancement that challenges the long-standing narrative. This shift has seen legacy tools and best practices challenged by new and emerging trends, solution providers, and ways of doing business. Regardless of whether or not traditional vendors are able to catch up to the innovations that up-and-coming self-service and data discovery tools currently offer, Business Intelligence has gone from being an auxiliary part of business to absolutely vital.

**“Business Intelligence enables organizations to learn from the past, understand the present, and predict the future.”**

Larger stores of unstructured data need to be analyzed in the current day. As a result, adoption of analytics tools will change drastically in the near term. This new way of doing business is allowing companies gain important business insights that were never before possible, making them more agile, responsive, and ultimately, more profitable. As companies collect more and more data, analytics tools will continually need to evolve to do more – and that is one of the biggest disruptors in the enterprise market currently.

These changes have caused tension in organizations between the old way of doing things and the modern approach to BI. Tension has grown between control and agility, self-service and governance. IT and the business have started working together to maximize the impact of their data. Now offering much more than legacy capabilities, advanced solutions are enabling businesses to learn, improve business processes and move in new, profitable directions.

When it comes to the selection of a new analytics tools for an upcoming BI initiative, where you should you start? A typical internet search may yield some worthwhile answers, though you'll likely be bombarded with sponsored links to so-called expert analysts pushing hidden agendas. At Solutions Review, we put ourselves in the middle of it all, constantly developing and sharing resources that can assist buyers of enterprise technology to achieve their goals in selecting tools that best fit their needs. Inside this resource, we've taken the liberty to provide a comprehensive market overview, the top questions to ask, and full, one-page profiles of the most notable enterprise-class solution providers in the space.

**Timothy King**

Editor

Solutions Review

## 5 Questions You Should Ask Yourself Before Selecting a Business Intelligence Solution

### QUESTION #1 What do I have for data and what do I want to analyze?

Two questions that really need to be asked as one. Without a genuine understanding of each, you can expect a BI project to fail. Before implementation it is a good idea to do data profiling. Is your data structured or unstructured? Think about your primary data sources. Do you mainly pull data from a data warehouse, or does data stream into your company in real-time via social media channels and customer engagement? Big Data is no longer the exception, it's the rule, so taking into account exactly the kinds of data that need analyzing is the key to selection.

### QUESTION #2 Do I care about Big Data?

Data Discovery has been the driving force behind the evolution of the modern BI tool. Traditionally, analytics capabilities ended at reporting on historical data. Modern tools are now helping forward-thinkers evolve into future predictors. In this way, organizations are gaining faster time-to-insight by relaxing Data Integration and deploying Data Lake technologies. Data Discovery is a vital link in the facilitation of self-service, which frees up resources and empowers end-users with the tools they need to run analysis on-demand.

### QUESTION #3 Who will my business intelligence users be? Do they need to be a technical resource?

One of the many trends emerging in the Business Intelligence sector is the move toward self-service. Over the past 10 years some of the leading Software-as-a-Service players like Salesforce.com have empowered non-technical users with a wide-range of reporting tools. Similarly, many of the BI solutions in this buyers guide present the very compelling functionality of providing almost anyone the ability to create and access BI reports, queries, and analytics themselves—without the need for IT resources.

**“One of the many trends emerging in the BI sector is the move toward self-service”**

### QUESTION #4 What size company do I want to work with?

The following list of business intelligence solution providers contains some of the largest technology companies in the world. It also contains young, small and aggressive companies that may bring a very different sales and service mindset to the table. Have an idea going into the buying cycle, which type of vendor you are interested in working with. Remember, the vendors you pick today, may be the partners you can't live without in a few short years.

**QUESTION #5** Do I want just a dashboard tool, or do I want a whole BI platform?

The category of Business Intelligence is evolving rapidly. Many solutions are now presenting full BI platforms offering everything from Data Integration, Database Storage and Data Modeling to even Mobile Application Development tools. Your organization may already have many of those elements already in place and you need a more basic presentation layer like a reporting/dashboard tool. There are lots of solutions for that as well. That said the value of a fully integrated platform that replaces all of those individually acquired data elements may be well worth evaluating during this buying cycle.

## And 5 Questions You Should Ask Your Potential Business Intelligence Solution Provider

**QUESTION #6** How comprehensive is the solution and what company data can it incorporate?

Organizations have collections of data in sales, marketing, finance, operations, customer service and HR. Many solutions focus on one or two of these data sets while others can incorporate all of these inputs and provide a complete view of your business across the entire enterprise. Take the time to truly understand what the solutions you are considering can deliver for business intelligence across the full spectrum of your organization's available data.

**QUESTION #7** Can I be assured that my data is secure?

A repeating theme you will hear from Business Intelligence solutions is how easy they are to use – that anybody within your organization can use self-service tools to create reports. Ironically, the way BI solutions centralize data so that many users can access it also creates real security risks for companies. Rogue inside users or nefarious outside attackers can potentially steal vast amounts of data through the very self-service tools being touted as a great benefit. Another prominent security issue relates to cloud-based solutions that host your data – or a representation of it – on a collection of servers outside of your organizational infrastructure. You won't be the first to ask, but watch out for pat answers.

**“Ironically, the way BI solutions centralize data so that many users can access it also creates real security risks for companies.”**

**QUESTION #8 Do the technical capabilities of the solution match my business needs?**

In other words, does the solution do what you need it to do? This question syncs up with the very first question you should already have asked yourself, which is determining what exactly it is you need out of a solution. Now, you can go down your check-list to see if the solutions' capabilities match or exceed what you require.

**QUESTION #9 How easy is the solution to use?**

A powerful BI tool could wind up being a letdown if your IT personnel have trouble using it. For more complex solutions training is a must, and even then operation can take significant amounts of time that would be better spent elsewhere. Solutions that offer self-service interfaces, like drag-and-drop, can offer your personnel flexibility when operating the software, up to and including line-of-business managers while saving the IT department's time for more pressing matters.

**QUESTION #10 How scalable is the solution?**

Your current data sources and volumes will not remain static. Both are expected to increase in number substantially going forward. Therefore, you will need to consider how easily a Business Intelligence solution can handle new sources and increased volumes of data. Related to this is how scalable is the application that is integrating that data. An un-scalable Data Integration application will render a very scalable BI tool useless, at least on that metric.

**“You will need to consider how a BI solution can handle new volumes of data”**

**Solution Provider Profiles**

Alteryx	7
Birst	9
BOARD	10
Datameer	11
Denodo	12
Domo	13
Dundas BI	14
Exago	15
GoodData	16
IBM	17
Information Builders	18
Logi Analytics	19
Looker	20
Microsoft	21
MicroStrategy	22
Oracle	23
Pentaho (Hitachi)	24
Phocas	25
Prognoz	26
Pyramid Analytics	27
Qlik (Thoma Bravo)	28
SAP	29
SAS	30
Sisense	31
Tableau	32
TARGIT	33
TIBCO	34
Yellowfin	35

## Alteryx

Alteryx is an American computer software company that provides a solution to assist with data and comparative analytics processes. Their solution platform features a visual workflow, and combines ETL (Extract, Transform, Load) capabilities with spatial analysis. It can also provide geographic support of sales, marketing, and operation challenges.



## From the Company

*"Alteryx is the leader in data blending and advanced analytics software. Alteryx Analytics provides analysts with an intuitive workflow for data blending and advanced analytics that leads to deeper insights in hours, not the weeks, typical of traditional approaches."*

*Analysts love the Alteryx analytics platform because they can deliver deeper insights by seamlessly blending internal, third party, and cloud data; and then analyze it using spatial and predictive drag-and-drop tools. This is all done in a single workflow, with no programming required. More than 700 customers and thousands of data analysts worldwide rely on Alteryx daily."*

## Key Features

- **Information Access** – Access key demographic, geographic, and industry-related datasets to combine with internal data and leverage strategy insight
- **Deployment** – Predict market conditions and customer behavior through deployable analytical modules to maintain relevancy
- **Allocation** – Analysis of marketing programs allows for robust allocation of marketing investment and greater ROI
- **SalesForce Analytics** – Enrich CRM data through demographic, firmographic, segmentation, and geo-spatial data to anticipate customer behavior

## Bottom Line

Alteryx offers on-premises desktop and server solutions to allow line-of-business analysts to perform data blending and advanced analytics in a single workflow. Predictive Analytics are provided via deep integration of the R statistics and predictive language, with a graphical interface that offers an option to R programming. Alteryx also offers a cloud-based solution that allows data analysts to create and share analytic applications with business decision makers.



## Birst

Birst offers an individualized self-service business intelligence platform that you can adapt to fit your specific needs. Their technology monitors data throughout your organization with minimal IT involvement. Their approach leverages 2-Tier BI and Analytics technology to unify and refine your data, whether it is generated by de-centralized business users or centralized teams and systems. Their proprietary techniques help ease the development process of analytical applications, and facilitate flexible deployment options.



## From the Company

*"At Birst we're giving business meaning to data – by enabling business users to analyze all of their data, from all types of sources, to solve real problems. Fast. Our enterprise-caliber Cloud BI approach is less costly and more agile than traditional, on-premise BI and more powerful than Data Discovery. Founded in 2005 by Business Intelligence experts, we witnessed firsthand the power of enterprise-wide BI platforms, but were dismayed to see how the fragmented offerings, complexity, and high costs inhibited widespread adoption.*

*With the rise of powerful Cloud-based technologies, we recognized we could build a robust, multi-tenant BI platform that would unify the traditionally siloed BI technologies, automate critical data management tasks, and greatly reduce complexity—speeding deployments and reducing overall costs."*

## Key Features

- **2-Tier Architecture** – Provides the ability to connect to data wherever it is located, including data warehouses, cloud data, or user-generated spreadsheets
- **Embedding & White Labeling** – Provides capabilities to create the user experience you want to deliver to customers. Users can change themes, colors, and layouts with ease
- **Security** – Provides physical, operation, application, and data security

## Bottom Line

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Birst is offered as a Software-as-a-Service cloud-based technology platform. It can be run on-premise as a software appliance (Birst Appliance) which encapsulates all its dependencies in a pre-integrated and self-contained package.

## BOARD International

BOARD provides functionalities needed to build your BI software and CPM application solutions without the use of programming. Their solution provides native integration between your information base and applications, and ensures that any changes are propagated to data and vice versa. They also provide reporting, multi-dimensional analysis, ad hoc querying, and dashboards.



## From the Company

*"BOARD helps organizations reach a single vision of their performance in a simple and extremely effective manner. Information originating from various sources is integrated into a virtual data repository shared by the entire organization, thus providing business users with a customized but unitary vision. The native integration between the information base and applications ensures that changes made to applications are propagated to data, and vice versa."*

*From the outset, BOARD was conceived as a solution to maximize the efficiency of organizations' decision-making processes, by integrating top Business Intelligence software (BI) with Corporate Performance Management tools (CPM): a visionary approach named Management Intelligence."*

## Key Features

- **Toolkit** – A scalable, multidimensional database with data reading and transformation tools (ETL), application user interface environment (client and web), security, and a multi-tier architecture for system delivery
- **Formatting** – Allows you to export formats using Excel, XML, HTML, and CSV, and also provides centralized access, personalized access, email, application integration, and MS Office capabilities
- **Scorecards** – Assists with making in-depth analyses of trends through drill-down and drill-through functions to navigate events and dynamics through various KPIs

## Bottom Line

BOARD's Business Intelligence solution is a web-based platform with a SOA architecture based on the Windows Communication Foundation (WCF) – the unified programming model for building service-oriented applications on a Microsoft platform. BOARD can be deployed as on-premise, on-hosting or via cloud. BOARD cloud is Software as a Service (SaaS) option and is backed by Amazon Web Services (AWS).

## Datameer

Datameer is a Big Data and visualization company based in California, offering self-service and schema-free Big Data Analytics. Their software provides cloud-based professional and workgroup editions, as well as on-premise enterprise edition and single licensing. They also have an optional add-on, Smart Analytics, which lets you locate patterns and relationships within your data. Their Smart Execution add-on automatically selects specific framework or combinations of frameworks based on analyses.



## From the Company

*"Datameer makes Big Data Analytics simple, quickly transforming businesses into data-driven organizations. A modern BI platform that combines self-service Data Integration, preparation, analytics and visualization functionality with enterprise grade governance and security features, Datameer enables data democratization without chaos."*

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## Key Features

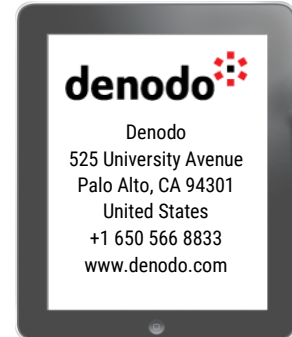
- **Agile Data Discovery** – Datameer offers a fluid, iterative data discovery workflow and user experience that allows analysts to rapidly experiment and explore their data for answers
- **Put Pipelines into Production** – Datameer offers a job scheduler and monitoring features to regularly run analytic jobs to produce new results
- **Analyst-friendly** – Microsoft Excel is the world's most popular analysis tool. Datameer provides a spreadsheet interface similar to Excel that will be familiar to analysts and business users alike

## Bottom Line

Datameer is architected for Hadoop and uses the Hadoop Distributed File System (HDFS) to import, export, store and manage data. It has an HTML5 web user interface and supports all browsers. Datameer is comprised of hundreds of plugins, similar to architectures like Eclipse.

## Denodo

Denodo is a market leader in Data Virtualization. Founded in 1999 and based in Palo Alto, California, Denodo offers high-performance Data Integration and abstraction across a wide range of Big Data, enterprise, cloud, unstructured data sources and real-time data services. Denodo also enables access to unified business data for agile BI, analytics, and single-view applications. They are privately held and have roughly 300 customers of varying sizes.



## From the Company

*"Denodo is the leader in data virtualization providing agile, high performance data integration and data abstraction across the broadest range of enterprise, cloud, big data and unstructured data sources, and real-time data services at half the cost of traditional approaches. Denodo's customers across every major industry have gained significant business agility and ROI."*

## Key Features

- **Logical Data Warehouse** – A data system that follows the ideas of traditional EDW (star or snowflake schemas) and includes data from external sources as well as data from one or more core data warehouses and data marts.
- **Logical Data Lake** – With the Denodo Platform, it is possible to leave all of the source data exactly where it is, stored across myriad heterogeneous systems, and to establish a virtual, "logical data lake" for accessing all of the data. To users and all applications that consume the data, this data lake appears as a single unified view of the data. It contains no data of its own; instead, it contains the metadata for accessing all of the sources, and it abstracts the users from all of these details. Users can run queries across the entire logical data lake as if all the data were stored in a single unified repository.
- **Cloud** – The Denodo Platform is the first and only data virtualization solution to be provisioned as a virtual image on Amazon AWS Marketplace.

## Bottom Line

The Denodo platform offers data virtualization for joining multistructured data sources from database management systems, documents and a wide variety of other Big Data, cloud and enterprise sources. Connectivity support includes relational databases, legacy data, flat files, CML, packed applications and emerging data types including Hadoop. Denodo also offers self-service data preparation feature capabilities.

## Domo

Domo, founded in 2010, is designed to provide access to data without the requirement of IT involvement. Their platform can monitor sales and inventories in real time, and integrate with Salesforce, Google Analytics, Box, LinkedIn, Instagram, among others. Their native data source connectors exceed 300, and their Workbench feature allows you to move on-premise data security using their software. Their platform is highly customizable, and their Analyzer feature can be tailored to filter out unnecessary information.



## From the Company

*"Domo brings together in one platform all the technical components required for business users to get meaningful value from business data. With Domo, users can easily connect, prepare, visualize, collaborate and optimize around data for better decision making and improved performance."*

*Domo helps executives make faster, better decisions and improve performance by providing one platform from which they can easily connect to, prepare, visualize and collaborate around data. By automating and normalizing the way data is collected and presented, Domo delivers users the confidence that they know their businesses the way they should."*

*Founded in 2010, Domo is the second fast-growth, data-centric company launched and run by Josh James, co-founder and CEO of the web analytics powerhouse Omniture."*

## Key Features

- **DomoBuzz** – Gives you the ability to have conversations with your workforce where your data is to more effectively communicate, loop in key stakeholders, etc. This includes notifications, preserving historical context, looping in specific employees, and remote collaboration
- **Domo Magic** – Enables you to clean your data, combine datasets, transform and prepare your data without SQL knowledge. Also enables scheduling transformation jobs via ETL capability
- **Card Builder** – Provides flexible options for data visualization, creative tools, and a simple drag-and-drop interface

## Bottom Line

Domo is a cloud-based executive management platform that enables businesses to see key data in real time from across the entire organization—sales, operations, marketing, HR, finance and more—in one place, on any device.

## Dundas BI

Dundas BI is a Business Intelligence, analytics and dashboard platform that helps organizations turn their data into enterprise-wide, interactive visualizations for faster insights and better decision making. Dundas BI gives users control over their experience and is easy to customize to the preferences and unique needs of different kinds of users. Dundas BI is designed on an open API, making it adaptable to fit the needs of a wide variety of use cases.



## From the Company

*"Dundas BI is an open, flexible BI platform that can consolidate data from any source, providing seamless data delivery and consistent user experience. Dundas BI supports data preparation, integration, reporting, dashboards, and analysis exactly the way users need it. With full API support, plug-ins and in-app scripting, Dundas BI is extensible in and out, and can be easily integrated and embedded into existing systems, applications and administration."*

## Key Features

- **Smart Visualizations** – Automatically visualize your data in different ways and interact with it without having to through data preparation steps
- **End-to-End Extensibility** – One agile application that auto-adapts to the user's skills, covering BI needs from data preparation to presentation and self-service in an open API
- **Embedded BI and Analytics** – Integrate into other applications and create your own multi-tenant white labeled solution, offering your customers a superior experience

## Bottom Line

Dundas BI can be easily deployed on-premise or via your preferred cloud hosting provider. Using a best of both worlds approach, Dundas combines the strength of IT-led solutions, such as governance, scheduling and data preparation and the strengths of self-service tools such as easy-to-use interactive visualizations, user collaboration and on-the-fly data blending. The agility of Dundas BI and responsive support allows users to create BI solutions that work and behave exactly as their business demands it.

## Exago

Exago is a Business Intelligence software provider that provides self-service ad hoc reporting, dashboards and analytics to applications. Headquartered in Shelton, Connecticut, Exago is privately owned, self-funded and profitable. The company's Embedded Analytics tool, Exago BI, features an open API, extensibility and a fully customizable UI that allows technical staff to further integrate the solution within their environment and across multiple applications and data sources.



## From the Company

*Exago BI is built from the ground up for application software and service providers who operate in multi-tenant environment. Because our clients occupy many different industries, a one-size-fits-all solution won't do. Each Exago client has a different technical environment, different data structure, and different types of end users. Our "API first" approach means our clients can tailor Exago BI to meet their requirements rather than the other way around.*

*Exago was founded in 2006 by software entrepreneurs who were frustrated by reporting solutions that were too complex for non-technical business users to manage without help from IT. Exago BI was created to give these users complete control over their data with powerful, flexible, self-service ad hoc/operational reporting and interactive dashboards."*

## Key Features

- **100 percent web-based** – End-users require only an internet browser for full functionality, with no plug-ins required
- **Single Sign-On** – Designed as a single sign-on through host application
- **Highly Customizable** – Each user can configure the features, look, feel, language and data access
- **Flexible Deployment Options** – Can be deployed on-site, in the cloud or both

## Bottom Line

Exago BI is completely web-based and a prime embedded solution for software companies looking to provide ad hoc reporting, dashboards and business analysis to their clients. Integration with web-based SaaS and or on-prem applications allows non-technical users to create reports and dashboards with no IT intervention. Exago BI offers a wide variety of advanced features including interactive data visualizations, geo-maps, drilldowns, user-defined formulas, and data merging into predefined templates.

## GoodData

A cloud BI and analytics specialist, GoodData provides a cloud-based PaaS solution, and is a combination of internal and external data for monetization. Their software includes data integration, embedded intelligence, and development, and is notable for their performance within social media and digital marketing spectrums. Their "Open Analytics Platform" enables data governance and simple migration processes. Direct query access via JDBC with an optional ETL/ELT engine called CloudConnect helps with data integration operations and supports third party access.



## From the Company

*"At GoodData we believe data is for everyone. From the executives in the corner offices, to the marketing and sales teams that drive growth, to the service teams on the front lines with the customers. And we believe that when people are given access to data, they will innovate."*

*GoodData securely hosts your data, enables you to build and manage a multi-dimensional data model from a variety of data sources, provides the tools to analyze data in a collaborative environment, and the means to share the results with others. An online space for your data. GoodData makes it easy to bring business data into a single online space for reporting and analysis."*

## Key Features

- **Automated Distribution** – One-to-Many Analytics enables you to create and distribute high-value analytics to various business units, partners, and customers. Also allows you to benchmark performance and add new audiences without cost
- **Infrastructure** – Supports your data pipeline and OEM analytic experience while providing customization flexibility required by ISVs
- **Scalability** – Simplifies the analytic process through responsive dashboards and performance insight. Security architecture includes two-factor authentication, integrated SSO, tenant data isolation, encryption in transit, backup and penetration testing and monitoring

## Bottom Line

GoodData is a Software-as-a-Service (SaaS) solution with a multi-tenant, open architecture. It includes a choice of public or private cloud offerings. Distributed metadata storage powered by Cassandra and MongoDB. Data storage powered by NetApp.



## IBM

IBM's Cognos Analytics provides an integrated suite that assists with reporting, analysis, score carding, and monitoring of events and metrics. It enables you to develop dashboards, interactive reports, custom analysis, and ad hoc queries. Their software is built on an enterprise platform, with one environment for teams, departments, and large enterprises. They also provide Cognos Express for midsize businesses, which is a scalable and simple solution to minimize IT demand.



## From the Company

*"The IBM Cognos family delivers analytics into the hands of everyone to drive better business outcomes. Each family member offers reporting, analysis, modeling, planning and collaboration to address the needs of BI, performance management and business analytics initiatives.*

*The Cognos family offers products for Individuals, who need freedom and flexibility yet want to access corporate BI and share insights with wider communities. Workgroups or midsize businesses, who need to be up and running fast with a BI solution that is easy to install and manage. And Organizations, who need BI to meet strategic objectives spanning multiple functions, levels and business unit."*

## Key Features

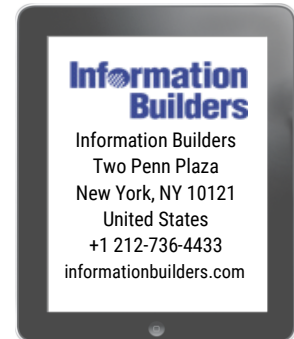
- **Dashboarding** – Speeds productivity and assists with aligning employees, track workforce performance, and course correct in accordance with market conditions
- **Self-Service** – Provides an intuitive platform for users to solve individual or workforce challenges through a web-based unified solution
- **SoftLayer Cloud Infrastructure** – Offers three offerings to address your business' needs – Workgroup for 50 users or more; Standard for 100+; and Enterprise for 150+

## Bottom Line

The IBM Cognos BI architecture uses platform independent technology, such as Extensible Markup Language (XML), Simple Object Access Protocol (SOAP), and Web Services Definition Language (WSDL). The IBM Cognos BI architecture features a Web-based user interface for viewing, creating, and administering reports, analyses, scorecards, and events.

## Information Builders

Headquartered in New York City, Information Builders offers many BI solutions for integration and data integrity, and is available via cloud as well as mobile. They provide access to a Technical Support Center for community, technical content, and support services. Their software assists with collaboration within your company, as well as visibility to streamline workflows. It also can forecast future workloads and activities for resource allocation and scheduling purposes.



## From the Company

*"Information Builders helps organizations transform data into business value. Our software solutions for business intelligence and analytics, integration, and data integrity empower people to make smarter decisions, strengthen customer relationships, and drive growth. Our dedication to customer success is unmatched in the industry."*

*WebFOCUS allows even non-technical end-users to access, customize, and assemble real-time interactive dashboards and run self-service reports and ad hoc queries to obtain unique insights. Advanced visualization and predictive modeling can be embedded into these solutions, enabling users to ensure that every decision is the result of analytics, regardless of their level of technical expertise."*

## Key Features

- **WebFOCUS** – A technical library that provides a singular, comprehensive platform for analytics and performance management. Also integrates and leverages security within your system
- **iWay Integration** – Consolidates data and accelerates efficiency, which in turn reduces manual effort in real-time to help with the process
- **iWay Integrity** – Ensures data quality and delivers a viewing from each interaction point, and gives you a consistent view of your data

## Bottom Line

WebFOCUS operates on all major platforms – such as Windows, Linux, UNIX, and IBM i (System i, AS/400) and System z (mainframe, including MVS and OS/390). It features Java-based, multi-threaded, distributed architecture and native data adapters. WebFOCUS can be deployed in the cloud as a Software as a Service (SaaS) solution as well.

## Logi Analytics

Logi Analytics' business analytics platform allows you to create analytic applications, deploy scalable dashboards and reports. It also enables you to manage self-service analytics and deliver them to business users, as well as embed your data into applications your business utilizes daily. Their software offers interactive capabilities that may be customized according to evolving end-user requirements.



## From the Company

*"Logi is a business intelligence company that began with a vision about how the web could be used to transform the way people see and use data. In 2000, CTO Arman Eshraghi founded the company to develop technology that would let web developers easily embed compelling data visualizations inside websites."*

*Logi Info allows IT to quickly build and deploy web-based dashboards, reports, and interactive analytics and deploy them to any size audience for a single price. The underlying technology that makes this possible includes a high-performance Web engine together with a desktop authoring system that comes with hundreds of pre-built modules and visual elements that all work together seamlessly."*

## Key Features

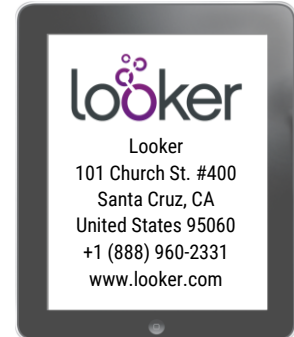
- **InfoBoard** – A social community that enables you and your team to see, search, and organize relevant analysis to leverage communication and collaboration
- **LogiVision** – Offers a visual analytics application to let you author dashboards and reports without requiring an IT professional, which can be customized and embedded within any of your applications
- **Web Architecture** – Available for installation on-premise at your business facility, and is also cloud-ready for Amazon Web Services, Microsoft Azure, HP Haven on Demand

## Bottom Line

LogiXML offers licensing models based on your server configuration rather than on the number of users. Support both Java and .NET, and is a cross "platform" which means you can develop for one and deploy to the other. Logi pre-build connectors for RDBMS platforms, including: SQL Server, Oracle, DB2, MySQL, PostgreSQL and more.

## Looker

Looker's software provides you with a data exploration and discovery BI platform. It can assist with the curation of self-service data analytics process throughout your enterprise. Their solution allows you to create charters, graphs, and tables, and the ability to match data to your KPIs. Their platform can be distributed on their infrastructure or yours depending on whether you are seeking a managed, on-premise solution or in the cloud, and eases the distribution process for rapid implementation.



## From the Company

*"Looker brings data and business teams together by making it easy for everyone to find, explore and understand the data that drives their business. Unlike any other analytics solution, Looker's unique approach gives data teams the tools to curate a self-service data experience for their organization – making sure that the entire company is looking at one source of truth – including centralized definitions for all important metrics.*

*The result is a true culture of data where everyone understands what's working and decisions can be made faster and with confidence. Companies such as eBay, Etsy, and Sony have made this transition using Looker as the catalyst."*

## Key Features

- **LookML** – A modeling language that turns transformations and complex logic in reusable a meta-data layer. You may combine calculations accordingly
- **Advanced Analytics** – Allows you to search your company data and build charts and graphs, and enables Big Data processing as well as the ability to leverage dialect-specific SQL within back-end databases
- **Powered By Looker** – Enables embedding of your analytics into any website, portal or app, or to OEM the entire Looker platform to create a branded discovery environment

## Bottom Line

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Looker offers its platform on-premise or in the cloud. Looker integrates with Amazon Redshift, Teradata Aster, HP Vertica, Greenplum, Impala, BigQuery and Spark, among others. Also provides the ability to integrate with Google Docs and Sheets, and a Ruby SDK to help with building custom apps.

## Microsoft

Power BI, Microsoft's solution, transforms your data into visualizations to assist with organization and business focus. They provide customizable dashboards and reporting software, as well as drag-and-drop gestures. Their solution provides Excel spreadsheets, on-premise data sources, Hadoop data sets, streaming data, and cloud services to assist with analyses. You can connect your enterprise data from multiple sources, shape that data, and create reports to send out to your team.



## From the Company

*"Get complete self-service BI for your on-premises and cloud-based data by using the new data discovery and analysis features in Excel with the collaboration capabilities in the new Power BI for Office 365 online service. Search, discover, and access data within and outside your organization and, with just a few clicks, shape and transform data. Analyze and create interactive visualizations that uncover hidden insights to share and collaborate from anywhere, on any device."*

*Analyze data ranging from a few rows to hundreds of millions of rows instantly on your desktop using Excel data models, new in 2013 powered by xVelocity in-memory analytics engine."*

## Key Features

- **Connect to Data** – Accessibility and insight into your company through Excel spreadsheets and various other services you utilize
- **Drag-and-Drop** – A free-form canvas that enables you to visually explore your data, and also provides report authoring assistance
- **Azure Stream Analytics** – Analyze high-volume, streaming data with live operational dashboards, which may be updated in real time accordingly

## Bottom Line

Microsoft self-service BI on-premise and cloud-based data by using the new data discovery and analysis features in Excel with the collaboration capabilities in the new Power BI for Office 365 online service. Power BI Office 365 is a cloud-based service.

## MicroStrategy

MicroStrategy can be deployed in data centers or as cloud services. Their platform can catalog internal and external data, and is deployable on-premise or as a cloud service. Their solution can be modified and extend out-of-the-box functionality to suit your business' needs. Their Bursting options allow reports or dashboards to be parsed into sub-reports for each individual subscriber. They also offer code-free mobile app development and design which increases deployment speed.



## From the Company

*"Founded in 1989, MicroStrategy is a leading worldwide provider of enterprise software platforms. The MicroStrategy BI Platform enables organizations to analyze vast amounts of data and distribute business insight throughout the enterprise."*

*The MicroStrategy Mobile Platform lets organizations rapidly build enterprise-caliber mobile applications needed to mobilize business processes and information. MicroStrategy Applications are a set of application services designed to help enterprises deploy mobile commerce and loyalty services, build mobile identity and cyber security services, as well as generate real-time insights into consumer preferences. MicroStrategy Cloud™ allows enterprises to deploy MicroStrategy BI apps and mobile apps more quickly and with lower financial risk than with traditional on-premises solutions."*

## Key Features

- **Office** – Allows users to connect to almost any application and map fields using the Automapper
- **MicroStrategy SDK** – Allows you to customize the product to suit your business needs, and integrate it with external systems through APIs, sample code, utilities, developer tools, etc.
- **Distribution** – Deliver personalized views of your enterprise data to every user without overboarding the IT department. Leverage user preferences and security roles through a single report and present data to those who need to whom it is relevant

## Bottom Line

MicroStrategy presents its solution at a Platform-as-a-Service (PaaS). It is offered either on-premise or in the cloud. Cloud platform services enable subscribers to build and deploy any BI application with complete customization and control, database, and ETL infrastructure.

## Oracle

Oracle is an American corporation based in California, and their BI solution provides visual analytics and self-service data discovery. It also assists with operational analysis at scale, security, reliability, performance, and centralized management, and can be utilized through the cloud, hybrid, or on-premise deployment. Their Exalytics In-Memory Machine provides analytics performance through one optimized system. Their in-memory software features and helps with the configuration of their BI Foundation Suite and its components.



## From the Company

*"Oracle Exadata and Oracle Database 12c, complete with in-database advanced analytics, offer a fast, reliable, and cost-effective platform for data warehousing and business intelligence that scales easily to meet the complex reporting and analytics needs of the most demanding organizations."*

*Oracle Exalytics is a complete solution that includes hardware, an enterprise BI platform and in-memory analytics software optimized to work together. Oracle Exalytics features powerful compute capacity, abundant memory and fast networking options optimally configured for in-memory analytics of business intelligence workloads.*

*Oracle Business Intelligence Foundation Suite delivers comprehensive capabilities for business intelligence, including enterprise reporting, ad hoc query, OLAP, dashboards, and scorecards on an architecturally integrated platform."*

## Key Features

- **Analytics Platform** – Standardizes your enterprise's analytics strategy on one integrated platform, and centralizes data models and metrics. Also enables secure access and exploration of data
- **Self-Service** – Enables your workforce to get started with little to no training, and blends local and corporate data for more beneficial insight
- **In-Memory Enhancements** – Improves performance for mash-up data, and provides faster query performance and deployment, as well as increased memory storage

## Bottom Line

Oracle offers traditional client-server solutions through Exadata and Oracle Database. Hardware appliance-based solutions through Oracle Exalytics and Cloud-based solutions through their RightNow Analytics Cloud Service.

## Pentaho

Recently acquired by Hitachi, Pentaho is a software corporation based in Florida that offers an integration solution in two editions: Community and Enterprise. Pentaho's software follows an open-core business model, and provides support for Hadoop distributions from Cloudera, Hortonworks, and MapR. In addition, it provides plug-ins to NoSQL databases such as Cassandra and MongoDB, as well as connections to specialized data stores like Amazon Redshift and Splunk.



## From the Company

*"Founded in 2005, Pentaho tightly couples Data Integration with complete business analytics for Big Data, supporting Hadoop, NoSQL, and Analytic databases. Pentaho provides a full Big Data Analytics solution that supports the entire Big Data Analytics process from ETL and Data Integration to real-time analysis and Big Data visualization."*

*Pentaho Data Integration (PDI) enables organizations to extract data from complex and heterogeneous sources and create consistent, high quality information for critical business applications. With a rich graphical user interface and a parallel processing engine, PDI offers high performance ETL (extract, transform, and load) that covers all Data Integration needs."*

## Key Features

- **Data Integration** – Access, prepare, blend and deliver data from every source, including Hadoop, NoSQL, Analytic, and relational sources. Their Visual MapReduce designer for Hadoop eliminates coding and complexity
- **Optimization** – Leverage data from disparate sources including CRM and ERP systems, and with a Hadoop cluster, offload less frequently used data from your existing data warehouse
- **Integration** – Accelerate access and integration to the latest versions and capabilities of big data stores, and plug-ins to NoSQL databases such as Cassandra and MongoDB

## Bottom Line

Pentaho Program is presented as a Software-as-a-Service (SaaS) and on-premise application. Pentaho offers a pluggable open platform which provides analytics solutions, 100% Java, open standards-based architecture. Its extendible platform provides the ability to launch the right analytics solution, as well as adapt to future needs and requirements.



## Phocas

Phocas is a Business Intelligence software provider headquartered in Coventry, England. Founded in 1999, Phocas has thousands of customers across North America, the United Kingdom, Europe and Australia. They specialize in helping manufacturing, distribution and retail customers turn company data into business insights. Their solution offers a cloud-based, fully integrated suite of BI tools for organizations in several industries. The solution works on any modern browser and can be used on any internet-connected mobile device.



## From the Company

*"Designed for non-technical users, Phocas delivers a simple yet powerful analytical capability that quickly turns data into a chart, graph or map. It brings up data in seconds on local, regional or global sales, inventory, forecasts, prices, profit margins, budgets and more. Phocas enables you to carry out ad-hoc data interrogation or associate and consolidate data, identify trends, conduct modeling and stay ahead of the competition."*

*Phocas integrates with all major ERP and CRM programs to give you a quick start that can be customized to your specific needs. Our governed implementation and business-based user security provide the solutions to let you and your IT staff stay productive and dedicated to your core business. Phocas also brings you the ability to combine transactional and geospatial data on an easy to view map. Phocas has a marvelous 98% customer retention rate and ranks #1 in G2 Crowd, #1 in CrowdReviews and #1 BARC BI survey."*

## Key Features

- **Dashboards** – Non-technical people can quickly build an interactive dashboard, customize, apply permissions, collaborate, revise and print on the spot without help from IT
- **Data Analytics** – Dig into a consolidated view of your actual product, customer and financial data
- **Reporting** – Schedule your report alerts and distribution. Choose your preferred delivery method, share reports inside and outside of your organization

## Bottom Line

Phocas provides a wide array of BI functions including dashboards, scorecards, data mining, ETL (extract, transform, load), OLAP (online analytical processing), and data warehousing. The platform offers users the ability to view data from many perspectives. The solution has excellent customer reviews due to overall flexibility and vendor responsiveness.

## Prognoz

A privately held company, Prognoz develops BI software. Their all-purpose solution derives value from your data, and includes built-in tools for its collection. It offers financial, material, and HR management, model crisis situations, and marketing research capabilities. Information is accessible in real-time via your mobile device or PC, and provides the availability to explore historical data within the same platform.



## From the Company

*"Prognoz is Russian for forecast. We chose the name because we're dedicated to helping organizations prepare for the future. Since 1991 we've done this through our Business Intelligence (BI) applications that feature analytics, multi-dimensional data cubes and robust econometric forecasting tools. In the clipped pace of the Information Age, our tools help users distill raw data quickly and accurately from a multitude of sources, resulting in sound decisions and money saved."*

*Prognoz Platform is fully integrated Business Intelligence (BI) platform that provides easy-to-use tools for developing BI solutions with a broad range of analytic capabilities for desktop, Web, and new emerging technological trends, including mobile devices and cloud architecture."*

## Key Features

- **Dashboards** – Offers a wide range of interchangeable visualizations including charts, maps, speedometer gauges, and spreadsheets
- **Data Portal** – Access data in the cloud on national and global economies, and search, visualize, and data. Also provides automatic daily data updates
- **E-Office** – Access information on current business status and future development, as well as industry, country, and regional economy status, all accessible through PC or mobile device

## Bottom Line

Prognoz is a cross-platform application server (Windows and Linux). Prognoz offers on-premise or cloud, where data will be stored on their centralized data warehouse or on your existing infrastructure.

## Pyramid Analytics

Pyramid Analytics delivers a Governed Data Discovery and Enterprise Business Analytics platform that includes little coding or complexity. Their web-deployed solution is built with centralized security and content, and can be easily scaled and distributed throughout as many servers as needed. Up until recently, it has been Microsoft-centric, but has begun to expand. Based in the Netherlands, Pyramid works as an International company and caters to businesses both large and small.



## From the Company

*"Disruptors and innovators at heart, Pyramid Analytics has developed the BI Office Suite to revolutionize the way all users access, visualize, and present their data."*

*Our mission at Pyramid Analytics is to deliver a Governed Data Discovery and Enterprise Business Analytics platform that gives the power of analytics into the hands of every user, from expert analyst to business executive to IT professional.*

*The BI Office Suite is architected with centralized security and content in addition to being able scale up and out effortlessly, load balanced over as many servers as required. Organizations can improve their business performance by utilizing BI Office, which offers the flexibility and innovation of user-driven data discovery with the horsepower, efficiency, and manageability required for an enterprise."*

## Key Features

- **Data Discovery** – Self-service options for performance queries, and allows you to explore and share insights. Also provides intuitive visualizations, custom parameterizations, and calculations
- **Dashboards** – Interactive, accessible visualizations with point-and-click design, divisible KPIs, and the ability to optimize direction and resources
- **Mash-Pit Wizard** – Unifies all of your disparate data, and analyzes it together for the whole picture. The Wizard guides you to easily access, input, and employ disparate data

## Bottom Line

BI Office integrates allows users can now analyze, present, report and predict on their data in a single application. BI Office gives a full enterprise BI framework offering enterprise class security, sharing of business logic, and access to a 'single source of the truth' for all users.

## Qlik (Thoma Bravo)

Qlik, previously known as QlikTech, was founded in Sweden, but has since relocated its headquarters to Pennsylvania. Their BI solution helps to turn your data into insights across your business. It can also be tailored to your business's function and industry (i.e. public sector, life sciences, communications, high tech, etc.) for simplified customization. As it does not require a data warehouse, you can incorporate all of your data into their indexed data engine, or use your existing investments.



## From the Company

*"Qlik was founded in Sweden in 1993. Qlik's product portfolio includes Qlik Sense and QlikView, which enable organizations to explore data and discover insights empowering critical decision making with a deep understanding and awareness into all facets of an organization."*

*Qlik Sense and QlikView are comprehensive, self-service and user-centric business intelligence platforms providing powerful business analytics through easy to use drag-and-drop data visualizations. These visualizations are interactive, real-time, data integration from multiple, huge data sources and can be shared on the go and across multiple devices, enabling each user to see the organization's whole story in a quick, visual format."*

## Key Features

- **QlikView** – Helps to build guided analytics applications and maintain control of apps, permissions, and data management
- **Qlik Analytics Platform** – Create visualizations to make dashboards and applications through and OEM platform. Their Associative Indexing Engine (QIX) helps you to build your own solutions, which is the same core engine used to build Qlik products
- **Qlik DataMarket** – Augment and cross-reference your internal data via external sources to add greater context, and look at data from a variety of sources to get a better understanding of your business

## Bottom Line

QlikView is presented as a Software-as-a-Service (SaaS) self-service BI, where they can be deployed on-premise or in the cloud. QlikView has connectors for Cloudera, Informatica, JD Edwards, Oracle, Salesforce, SAP and Teradata.

## SAP

SAP's BI platform offers a broad range of products to assist with reporting, self-service data visualization and dashboards, predictive analytics, and mobile apps. It can help increase responsiveness and reduce IT costs, and allows you to leverage your BI in real-time from anywhere. Increase user autonomy by laying out data in simple terms, and benefit from its flexible and scalable information infrastructure, all encompassed in one unified BI infrastructure.



## From the Company

*"Founded in 1972, SAP is the market and technology leader in business management software, solutions, services for improving your business process. The company's best-known software products are its enterprise resource planning application systems."*

*SAP BusinessObjects™ Integration software provides direct connectivity to enterprise applications. This enables you to consolidate and transform vast amounts of data into reports, analyses, visualizations, and dashboards while helping ensure data security and compliance. With SAP BusinessObjects Integration, your organization can leverage single business intelligence (BI) solution for better-informed, faster decision making and business performance optimization."*

## Key Features

- **Lifecycle Management** – Manage, configure, and audit a BI deployment from a central console. Its unified environment frees up your IT personnel to stay on top of your ever-evolving business
- **Platform Administration** – Manage your BI content across development, testing, and production lifecycles. Share information more fluidly both in and out of your organization
- **BusinessObjects** – Supports distribution of personalized content (up to 1 million users) through an automated process. Shares documents via email or allows you to send them to destinations such as the BI launch pad, a printer, or a portal for further collaboration while maintaining content security

## Bottom Line

Data Integrator delivers ETL scalability with support for parallel processing, grid computing, real-time data movement, and broad source and target support. This open and services-based architecture allows you to integrate with third-party products using industry standard protocols such as CWM, XML, HTTP/HTTPS, JMS, SNMP, and Web services.

## SAS

A multinational software corporation based in Germany, SAP offers a comprehensive BI solutions that may be used with Hadoop, data warehouses, or Microsoft spreadsheets. Their platform can create interactive reports and easily distribute them throughout the web, mobile devices, and Microsoft applications using their Office Analytics. SAS's solution is accessible through cloud (including the SAS cloud) as well as on-site.



### From the Company

*"SAS once stood for "statistical analysis system," and began at North Carolina State University as a project to analyze agricultural research. As demand for such software grew, SAS was founded in 1976 to help all sorts of customers - from pharmaceutical companies and banks to academic and governmental entities.*

*SAS Enterprise BI Server is a comprehensive business intelligence software solution that integrates the power of SAS Analytics and SAS Data Management to provide insights that power better decisions. It includes role-based, self-service interfaces for all types of users within an IT governance framework and a centralized point of administration."*

### Key Features

- **Visualization** – Provides data visualization and guided analysis through auto-charting, as well as an assortment of techniques for you to present your data and results in an aesthetically pleasing way
- **Power to Know** – Gain insights rapidly regardless of location using their mobile capabilities. This allows you to access and explore dashboards and reports from tablets and smartphones remotely at any time, even without an Internet connection
- **Text Sentiment Analysis** – Offers insight into social media topics (i.e. Facebook, Twitter, Google Analytics, etc) and other text data, and then determines whether the sentiment is positive or negative

### Bottom Line

SAS is presented as a Software-as-a-Service (SaaS), and its SAS Enterprise BI Server provides grid-enabled, load-balanced, multi-threaded parallel processing architecture. Their solution also supports zero data movement by using SQL pass-through into popular database appliances, including Oracle, DB2, Teradata, Netezza, SQL Server, Aster and Hadoop.

## Sisense

Sisense is a business analytics software company with offices in New York City, Phoenix, Tokyo and Tel Aviv. Their BI solution gives you a simple way to analyze complex data, defined as large datasets from multiple disparate sources, with little to no help from IT. You can use built-in connectors to join data from multiple sources and formats, such as spreadsheets, cloud sources, data warehouses, information from a CRM, etc. Sisense is sold as a single-stack solution with a backend for preparing and modeling data, and a front end for dashboarding and visualization.



## From the Company

*"Founded in 2004, Sisense is an innovative business intelligence (BI) software company that is leading the way into a new era of business intelligence, reporting, dashboarding and business analytic. Sisense is full-stack Business Intelligence and Analytics software that lets non-techies join multiple large data sets, build smart dashboards with great data visualizations, and share with thousands of users.*

*Sisense is changing business analytics forever by simplifying complex data preparation, analysis and visualization – giving unprecedented power to businesses without the need for cumbersome and expensive IT investments."*

## Key Features

- **Data Preparation** – Lets you create and manage data models from multiple sources in a simple drag and drop environment
- **Interactive Analytics** – With interactive dashboards, explore all your data from any angle and at any granularity to rapidly glean insights
- **Unique Technology and Data Engine** – Sisense is built using the company's In-Chip technology, which enables the tool to provide fast performance while eliminating traditional steps of preparing complex data such as aggregations, OLAP cubes, etc

## Bottom Line

Sisense offers on-premise and cloud-based solutions. The product runs on In-Chip technology, providing a solution for agile analysis when working with complex data, with minimal additional IT investment. Due to its unique technology and emphasis on end-user experience, Sisense can help organizations that have large amounts of data from multiple sources achieve fast time-to-insight and ROI from their analytics.

## Tableau

Headquartered in Seattle, Washington, Tableau offers a series of interactive data visualization products within the business intelligence spectrum. Their solution caters to individual industries to help be as specific as needed, and provides optimized direct connections for high-performance databases, cubes, Hadoop, and cloud data sources (i.e. Salesforce and Google Analytics). Their dashboard software is one of its strengths and provides the ability to combine multiple data sources.



## From the Company

*"Put together an Academy-Award winning professor, a brilliant computer scientist and a savvy business leader with a passion for data. Add in one of the most challenging problems in software - making databases and spreadsheets understandable to ordinary people. You have just recreated the fundamental ingredients for Tableau."*

*Tableau provides a Business Intelligence platform that equips anyone to analyze data quickly. Its intuitive user interface means there's no need for canned reports, dashboard widgets, or templates to get started. Tableau's Business Intelligence platform provides a fast, easy way to make visual analytics available to everyone. Its range of capabilities, from mobile BI to analyzing Big Data means Tableau offers a full list of capabilities that allow you to create visual analysis that yields actionable insight. Tableau's product portfolio includes Tableau Desktop, Tableau Server, Tableau Online, Tableau Public and Vizable."*

## Key Features

- **Self-Reliant Analysis** – Provides drag & drop, point & click construction of dashboards, charts, and reports, none of which require users with extensive IT knowledge
- **Dashboards** – Allows you to create interactive, real-time dashboards on their server, or through their online platform, and then embed them into wikis, corporate portals, or any webpage
- **VizQL** – Translates drag & drop actions into data queries and presents it visually to help users better see and understand the information

## Bottom Line

Tableau's Business Intelligence solution is offered on-premise and in the cloud. Tableau builds on two data platforms – Tableau Online and Tableau Public. System requirements include: Microsoft Windows Server, 32-bit or 64-bit version of Windows, a minimum of Intel Pentium 4 or AMD Opteron processor, and Internet Protocol version 4 and 6.



## TARGIT

Headquartered in Denmark, TARGIT's provides a single, integrated BI platform, and offers visual data discovery tools, self-service business analytics, reporting, and dashboards. Their solution assists with employee communication, as well as synchronization of your departments, systems, and software. It provides an expansive range of deployment options and enables users to create their own reports and analyses. Additionally, TARGIT supports data sources through the Microsoft Analytics Platform System.



### From the Company

*"TARGIT was founded in 1986, from the very beginning; we developed and sold Business Management Systems. While starting out as a software company providing applications to the retail and oil business, we quickly realized the overwhelming need for analytical processing tools that could help management in day-to-day decision-making and action taking. The first version of the TARGIT Business Intelligence technology was launched during spring of 1996.*

*TARGIT Decision Suite is a full-fledged Business Intelligence & Analytics solution. With TARGIT Decision Suite, you combine and analyze data from different data sources. TARGIT is also used for analyzing big data from e.g. Google Analytics, analyzing passengers boarding planes, monitoring call centers, reporting hardware resource usage in a datacenter and monitoring."*

### Key Features

- **Decision Suite** – Offers visual data discovery tools, self-service business analytics, reporting, and dashboards in one solution
- **Dashboards** – Allows you align your business around the same goals with real-time Insight to your KPIs to ensure strategic decisions and operations
- **Data Mashup** – Combine internal revenue data with industry revenue data to see if they're gaining market using sources with out-of-the-box connectors to CSV, Excel, Google Docs, or Twitter

### Bottom Line

TARGIT's Business Intelligence solution is offered on-premise and in the cloud through TARGIT Self-Service. TARGIT BI builds on Microsoft SQL Server database, so Microsoft SQL Server with the following components is required: Relational Database Engine, Microsoft Analysis Services (UDM), Microsoft Integration Services and SQL Server Agent.

## TIBCO

An American company, TIBCO provides a BI solution that includes integration, analytics, and events processing software, and can be used on-premise or through the cloud. They offer two additional solutions, Spotfire and Jaspersoft, which provide advanced analytic capabilities and reporting, respectively. Tibco's Fast Data Platform can integrate data coming from your applications, systems, customers, etc. to provide real-time awareness.



### From the Company

*"The TIBCO platform is unique in its ability to seek, understand, and respond to real-time events. This provides comprehensive visibility into trends and opportunities, as well as the intelligence and agility to recognize and instantly react to key events – capturing opportunities and averting risks within ever-shortening time frames.*

*The TIBCO platform is uniquely suited to transform your business into an event-enabled enterprise, so you can meet the challenges of the 21st century. With the power of real-time event processing and insightful analytics, the TIBCO platform enables you to achieve the Two-Second Advantage™."*

### Key Features

- **Integration** – Creates differentiated business value to data, and assists in understanding, anticipating, and acting upon opportunities and threats in real time
- **Event Processing** – Captures, aggregates, and analyzes real-time and historical data. Monitors and leverages event streams from any device, logs, and applications
- **Cloud** – Offers a scalable, enterprise-class solution to deliver on-demand, and optimizes the utilization of your resources across your business platforms

### Bottom Line

TIBCO Spotfire offers on-premises or cloud-based solutions. TIBCO Application Data Services (ADS) Supported Data Sources and Protocols are Apache Hive 0.7.0/Hadoop 0.17.x to 0.20.x, Data Direct Mainframe, File (cache, delimited, and XML), Greenplum v3.3 HP Neoview 2.3, 2.4 IBM DB2 v8 and more.

## Yellowfin

Yellowfin is a global Business Intelligence and Data Analytics software vendor that provides reporting from data stored in relational databases, multi-dimensional cubes or in-memory analytical databases. The company was founded in 2003 in response to the complexity and costs associated with implementing and using traditional BI tools. Yellowfin is 100 percent web-based and also offers mobile BI, collaborative BI and Embedded Analytics, as well as location intelligence and data visualizations. They currently have tens of thousands of clients in more than 70 countries.



## From the Company

*"At Yellowfin, we are passionate about making Business Intelligence easy. And by easy, we mean easy for everyone. Yellowfin has been developed to satisfy a range of BI needs – from small businesses, to massive enterprise deployments and software vendors. The catalyst for Yellowfin was years spent working with, and being frustrated by, the cost and complexity of traditional BI tools. With extensive field experience in delivering BI to real people, we have a deep understanding of the everyday problems faced by businesses like yours.*

*We work closely with our clients to better understand their needs – and we continue to improve with every new release. Thanks to input from our amazing customers, Yellowfin is more than just highly interactive dashboards and intuitive data visualizations. We're the leaders in mobile BI, collaborative BI and location intelligence."*

## Key Features

- **Dashboards** – Users can view all of their data sources on a single dashboard with high level summary reports and KPIs
- **Data Visualization** – Interactive visualizations allow users to explore data by adding options, such as drill-downs, time-sliders or series selection
- **Collaborative BI** – Disseminate reports, dashboards and storyboards and distribute, export and email BI content

## Bottom Line

Yellowfin has high customer ratings in ease of use and feature functionality. Additionally, their solution acts as a viable option for users who want to deploy BI in the cloud. The prominent use case for Yellowfin is embedded BI, and the tool offers a completely web-based interface. Yellowfin BI features leading capabilities for collaboration and social sharing as well.

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