BUSINESS INTELLIGENCE

Birst Networked BI

Freedom. Control. For the connected enterprise

Businesses today shouldn't operate like a collection of disconnected silos. Neither should a business intelligence (BI) and analytics solution. Networked BI from Birst, an Infor® company, is a groundbreaking approach to analytics that connects every part of the organization via a shared version of the truth. Networked BI from Birst® helps to eliminate data silos, accelerate the delivery of analytics across the enterprise, and empower users to work with trusted data. With Networked BI, centralized IT organizations can deliver governed, corporate-wide metrics across the organization, balancing control with self-service freedom by empowering decentralized analytics teams to extend and enrich analysis on the fly.

"With Birst's Networked BI platform, and its new end-user data prep capabilities, users have access to interconnected virtual instances of data that enable them to make the most accurate, data-driven decisions."

Joe Sims
Director of Information Management, TiVo™

Experience virtual spaces and unlimited possibilities

Networked BI is a new approach to analytics based on the idea that trusted and well-governed data is not at odds with speed and ease of use. To deliver this, Birst leverages unique and patented capabilities that seamlessly combine the centralized and decentralized models of BI, providing the best aspects of both: agile end-user self-service without analytical silos and the overhead often associated with centralized BI.

Networked BI virtualizes the entire BI ecosystem, transforming every aspect of an organization's approach to analytics. Built on top of Birst's modern, multi-tenant native cloud architecture, Networked BI automates the creation of a set of interwoven BI instances that deliver a shared version of the truth. The result is enterprise-grade scalability with unprecedented speed and end-user freedom.

A transformational approach to analytics

On top of the shared version of the truth, Birst provides an adaptive user experience, supporting all styles of business analytics. Birst's user experience includes visual discovery, interactive and responsive dashboards, analytic views, pixel-perfect enterprise reporting, native and offline mobile, smart analytics, and self-service data preparation fully integrated with the centralized data provided by IT.

However, each style is not a separate tool. Birst blurs the lines between traditional analytics modules, enabling users to interact with data as they move from discovery to dashboards to reports, creating, collaborating, and publishing with a single click. Each of these styles pulls data directly from the agile networked semantic layer which can be augmented with easy-to-use, end-user data prep.

Networked BI customer success: Real-time data visibility

A sales and marketing services company, serving the world's largest retailers and brands, struggled to support its growing business with a traditional BI solution. The chief data officer needed to scale a lean IT organization to support user populations in the tens of thousands. Realizing the company's existing centralized process—relying on manual data movement, outdated database platforms, and cube farms—wouldn't scale, the CDO turned to Networked BI.

With Networked BI, the company rolled out virtual spaces to its customers, so they could access their respective data, while the services company managed the data centrally. The company could now deliver near real-time analytics. By managing data changes centrally, the company enabled its customers to focus on understanding their business instead of manipulating data.

The company now provides greater visibility to manufacturers into sell-through rates. Retailers gained visibility into product sales and the propensity to buy based on geography, demographics, and brand. These networked insights guide decisions about merchandising, campaign planning, and product placement.

Learn more ›

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birst
an **Infor** company

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