“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
A no compromise solution for the enterprise

No compromise between **capability** AND **speed**
Industry Analysts Recognize Birst Leadership: Today

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

- **Forrester Wave: Cloud BI Platforms**
  - Birst, Oracle, Salesforce, GoodData, Microsoft, Alteryx, ThoughtSpot, IBM (Cognos Analytics), SAP (BusinessObjects Cloud)

- **Gartner Critical Capabilities for BI & Analytics**
  - Birst, Logi Analytics, Tableau, Qlik, MicroStrategy, SAP (BusinessObjects Lumina), SAS, Information Builders

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

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
Data, insights and users are disconnected

Huge Detriment to Fast, Shared and Trusted Decision Making
Birst connects organizations through analytics

A single networked view of data enabled by a multi-tenant cloud architecture
Birst modern enterprise-class architecture

**PRESENTATION LAYER**

- Discovery
- Dashboards
- Mobile
- Reporting

**ANALYTICS AS A SERVICE**

- Financial
- Inventory
- Components
- Clinic
- Patient Expenses

**NETWORKED TENANTS**

- Business Definitions & Data Governance
- Cloud Data Store
- Live Data Access
- Automated Data Refinement
- Data Blending
- Automated Machine Learning

**CONNECTIVITY & DATA PREPARATION**

**IT-OWNED DATA**

- EDW
- DBMS
- Infor Cubes
- Workday
- Microsoft Dynamics
- REST API
- Oracle
- Salesforce

**LOB-OWNED DATA**

- CSV
- SFTP
- JDBC
- Third Party Tools

**Birst Open Client Interface**

**MACHINE LEARNING**

- Enterprise Data Prep
- User Data Prep

**REPORTING**

- Discovery
- Dashboards
- Mobile
- Reporting

**PRESENTATION LAYER**

- Birst Open Client Interface
Networking the supply chain

Enterprise Data Model

External data blending

CUSTOMERS

SUPPLIERS

Field Ops
- Forecast Opps
- Sales Orders
- Pipeline
- Booked Revenue

Inv. Mgmt
- Forecast Opps
- Backlog Qty
- Inventory on-hand
- Shipments
- WIP

Mfg
- Inventory on-hand
- WIP
- Throughput
- Raw Mats

Finance
- Booked Revenue

Procurement
- Raw Mats
Real customers achieving value

Fred Tiso | VP of Worldwide Supply Chain, Citrix Systems

Global and Local Data Sources:
## How Birst is being used today

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

- **Citrix**
- **SunnyD**
- **Schneider Electric**
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
- boston heart diagnosis
- ELEKTA
- athenahealth
- IDEXX LABORATORIES

**Financial services**
- SYNCHRONY
- Moody's
- TransUnion
- GLOBAL BUSINESS TRAVEL

**Business services**
- CROSSMARK
- PPL
- VEOLIA
- GREYSTAR

**Retail / e-commerce**
- build.com
- TOPGOLF
- Zappos
- Specialty's

**Media / advertising**
- MTG
- PUBLICIS GROUPE
- News Corp
- the knot
- CBS Interactive

**Transportation / logistics**
- Trimble
- SWIFT
- SIRVA
- ARRIVA
- MuleSoft

**Software**
- MEDALLIA
- liveops cloud
- esri
- CISCO
Product Demonstration
Enterprise Architecture

Unlimited external data sources with ADR
Advanced data discovery with data blending
Re-usable business definitions
Embed Infor analytics everywhere
Embedded predictive
Detailed usage tracking
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

(500 user deployment)

<table>
<thead>
<tr>
<th></th>
<th>birst</th>
<th>Legacy</th>
<th>Discovery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implementation (external &amp; internal resources)</td>
<td>$376,000</td>
<td>$1,300,000</td>
<td>$518,000</td>
</tr>
<tr>
<td>Annual services</td>
<td>$12,000</td>
<td>$1,000,000</td>
<td>$245,000</td>
</tr>
<tr>
<td>Hardware costs*</td>
<td>$6,000</td>
<td>$635,000</td>
<td>$310,000</td>
</tr>
<tr>
<td>Internal FTEs</td>
<td>$945,000</td>
<td>$3,100,000</td>
<td>$1,800,000</td>
</tr>
</tbody>
</table>

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. ¹

¹Hardware 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.

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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

Architecting a Digital Supply Chain with Birst
How Citrix unified hundreds of data sources and increased inventory turns 5X.

Five Companies that Transformed their Supply Chains with Analytics

How Sunny Delight juices up sales with cloud-based analytics

Infor Confidential