BIRST PROFESSIONAL EDITION

The fastest, easiest way to get started with modern business analytics

Most business teams struggle with silos of desktop analysis that not only hinder a company's ability to analyze data at business speed, but also undermine the decision-making process. Today's businesses need a more modern approach: a cloud-based BI and analytics platform—available instantly and run by your team without external help—that turns data into trusted insights within minutes.

Birst Professional Edition helps teams and individuals quickly connect, prepare, relate, visualize, and share insights, creating a more productive ecosystem that can react rapidly to market demands and give you confidence in your decisions. And since it's all in the cloud and on the same code base as Birst Enterprise Edition, you get the power of an enterprise-caliber platform, at your fingerprints and with no IT hassle.

Designed with a purpose

For business users:

- Get free from “Excel hell”
- Deliver a richer self-service analytics experience than merely working with a “wall of numbers”
- Gain collaboration beyond sending files back and forth

Birst Professional Edition gives business users powerful analytic capabilities wrapped in a consumer grade user experience: visual data discovery, rich interactive dashboards, one-click advanced analytics, mobile, and more.

For data-savvy analysts:

- Eliminate manual and tedious analytic work
- Stop having to write SQL for extracting data, or using Excel for data preparation
- Take a break from repeating tasks for one-off processes

Birst Professional Edition gives data-savvy analysts the ability to work with modern capabilities: smart analytic connectors, connected data prep, custom scripting, and networked analytics.

For IT teams:

- Empower business users with ad hoc reporting and data extracts
- Free staff from burden of delivering BI across the organization
- Allow IT to focus on strategic activities instead of spending too much time supporting BI

Birst Professional Edition gives small IT teams the ability to deliver BI company-wide quickly with a cost efficient solution that requires little support or maintenance: multi-tenant cloud architecture, semantic layer, networked data, self-service analytic tools.

Case study: Boosting business agility and productivity with Birst

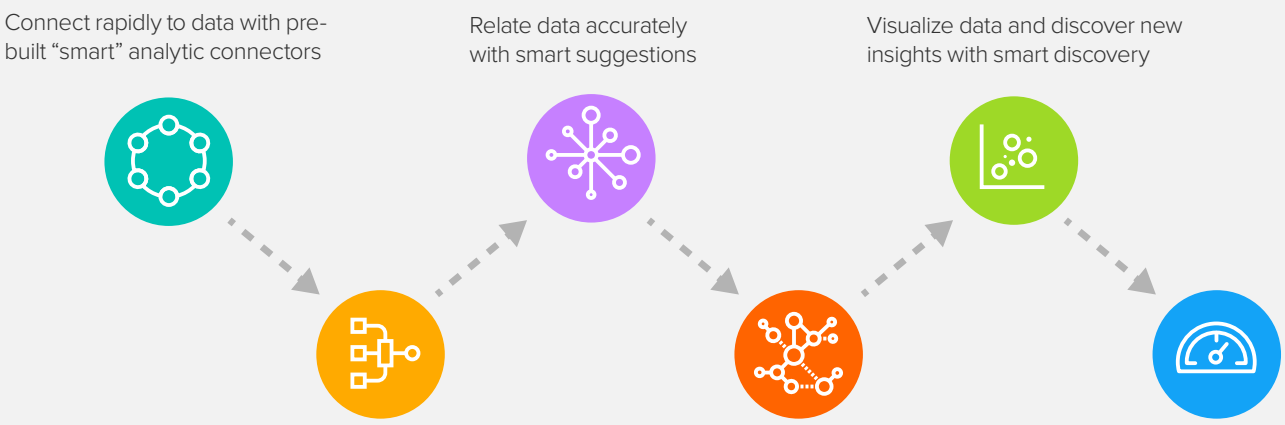
A global provider of medical devices operates and distributes in 27 countries and generates $1+ billion annually. To run its business, the company relies on data that resides in five separate ERPs. That process involved extracting data from all five ERPs, dumping the data into Excel, then cleaning and interpreting. This typically took weeks, with the data becoming out-of-date quickly; making it difficult to answer fundamental questions in a timely manner.

The company turned to Birst to handle its analytic needs, replacing three separate BI tools, including a desktop discovery solution. Birst is being used throughout sales, operations and supply chain. The company now gets better and faster insights on orders and shipments. This has helped improve forecasting and fill rates, and better gauge the cost to the business of shipping issues, for example.

Today the number of Birst business users in the company is growing rapidly, due to the self-service capabilities that enable them to connect, prepare, and relate data in an intuitive fashion, without the need for IT support. Birst is making analytics accessible to more users in the organization and is boosting business agility and productivity.

What can you do with Birst Professional Edition?

Birst Professional Edition is designed to solve the analytics needs for department and business functions working with multiple sources of data, empowering users with the ability to perform self-service data discovery and data prep.



Why Birst Professional Edition works

- Collaborate on data without sending files back and forth
- Access data in a fast and reliable way
- Escape manual and redundant data prep processes
- Use advanced analytics without data scientists
- Understand what data means and where it comes from
- Empower all users with self-service analytical tools

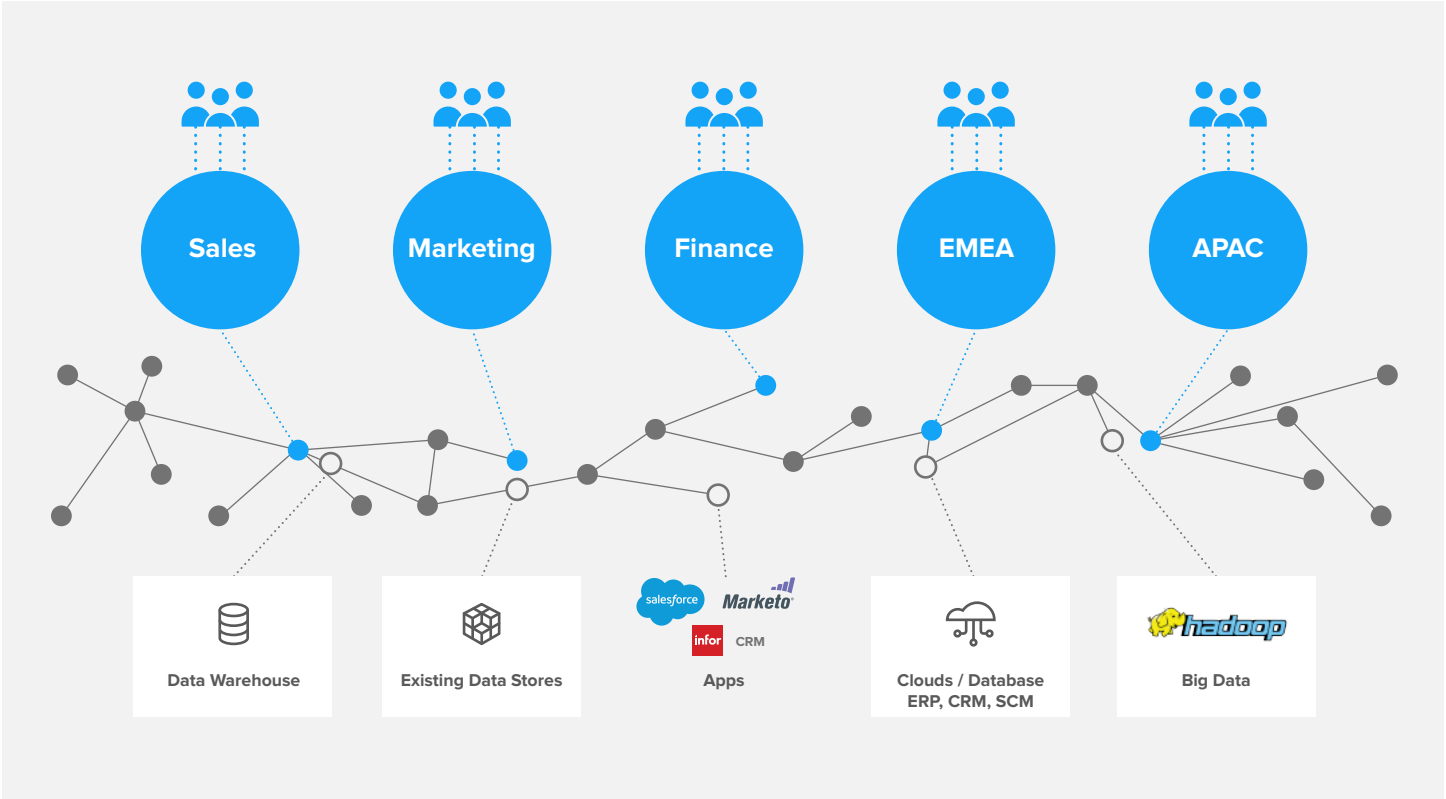
Connecting your business with Networked Analytics

Excel and desktop discovery tools rely on physical files, data feeds, and individual desktops that create disconnected silos of information. This results in redundant work, low confidence in decisions, and the inability to analyze data at business speed.

Birst takes a different approach. Centralized and decentralized teams and applications are networked together allowing business users to explore, connect to, and expand upon shared analytics. Time to insight is dramatically accelerated with a smart consumer-grade user experience and a cloud-architected modern platform designed for trusted insights at business speed.

> "Each part of the organization can create its own reports and play with the data, while [the system] can also be rolled up into overall management frameworks as well."

Wilmer Peres
IS Director of Big Data and Analytics,
Reckitt Benckiser



What makes Birst unique?

Birst's approach to analytics differentiates itself from the pack, by delivering a solution that is connected, smart, trusted, and built for the enterprise.

"We tried every BI tool under the sun, but they didn't work for a variety of reasons... then we found Birst and knew it was the real deal."

Fred Tiso
VP of Worldwide Operations,
Citrix

Connected

- Get instant, networked access to IT and LOB data
- Prepare, analyze and publish data and findings via "networked analytics"
- Align LOB teams and the organization

Smart

- Leverage technology (instead of waiting for people) to increase speed of data prep
- Uncover previously hidden insights from machine learning
- Reach more users, especially those that aren't data experts

Trusted

- Re-use and extend the work of others with transparent lineage
- Use and analyze shared and networked metrics across one or more business teams

Enterprise

- Access any data, any size, at any time
- Scale out data and users with no IT hassle
- Get consumer grade upgrades and interactivity for enterprise analytics

Birst vs. the competition

Birst's competitors generally fall under one of two broad categories: legacy vendors and data discovery vendors.

	Birst	Discovery	Legacy
Target users	**Designed for business users**	Designed for data-savvy analysis	Designed for IT experts
Data connectors	**Smart connectors provide 1-click connectivity with no data leads**	Standard connectors create data feeds for IT and data-savvy analysis	Relies on 3rd-party data integration products
Governance	**Auto-created business metric and definition layer ensure trust and consistency across all analysis**	Business metrics and definitions reside within physical extracts resulting in conflicting analysis	Manual governing and maintenance of business metrics and definitions
Architecture	**Multi-tenant cloud architecture with auto horizontal scalability**	Designed for single desktop use—expensive to scale	Client-server architecture can scale but at a higher cost and more work
Data preparation	**Reusable data prep with drag and drop transformations and data lineage without a need for scripting**	One-off data prep that needs to be completely redone when underlying data changes	Manually scripted data prep that needs to be maintained when underlying data changes
Self-service	**Business user self-service analytics speeds up time to insight and decision making**	Business users are reliant on data analysis to connect to, prep, and build reports for analysis	Long wait times for centralized IT teams to provide data and reports increases latency to insight

Feature-rich and easy to use —with an instant path to enterprise capabilities

Birst Professional Edition provides a seamless and instant upgrade to Birst Enterprise Edition, for organizations that are ready to move beyond simple analytic use cases or need more enterprise capabilities. Unlike other tools, Birst requires no manual movement of data, rebuilds of reports and dashboards, or wait time for additional capabilities to come online. Birst Professional and Enterprise editions are built on the same code base and architected on top of a true multi-tenant cloud—allowing organizations to simply take everything they've already done with Birst Professional and, in an instant, become capable of even more with Birst Enterprise.

Features	Professional	Professional Plus	Enterprise
Ad hoc discovery & visualization	✓	✓	✓
Dashboards	✓	✓	✓
Mobile	✓	✓	✓
Guided ad-hoc	✓	✓	✓
Live Access (query data in place)	✓	✓	✓
End User data preparation	✓	✓	✓
Semantic (governance) layer	✓	✓	✓
Pixel-perfect reports		✓	✓
Report bursting (delivery)		✓	✓
Networked BI: Share linked data across spaces		✓	✓
Enterprise data prep & data modeling			✓
White labeling, APIs, embedding			✓
Offline mobile			✓
R-integration			✓
Always On (continuous availability)			✓

Looking to try Birst?

Sign up for a free trial today at **birst.com/trial**

birst
an Infor company

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