



KnowHow-Meeting

Gewusst-wie ... die effiziente Nutzung von Daten und ihre Veredelung zur Information in der Praxis

Anforderungen an eine moderne Business Intelligence Plattform

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KnowHow-Meeting am 1. März 2016 in der Golf Lounge Hamburg



Analytics and data are a clear “killer app”

Companies that use analytics in operations are:

5X

more likely to make
decisions faster

3X

more likely to rank
high in execution

2X

more likely to be in
the top quartile

Source: Bain & Co.



BI: History of significant investment

Rank	Investment Priority Ranking
1	Business intelligence applications
2	Security technology
3	Mobile workforce enablement
4	Collaboration technology
5	Customer sales and service
6	Service Oriented Architectures (SOA)
7	Workflow management
8	Networking, voice and data communications
9	Virtualization
10	Legacy application modernizations

Source 2006 Gartner CIO Survey

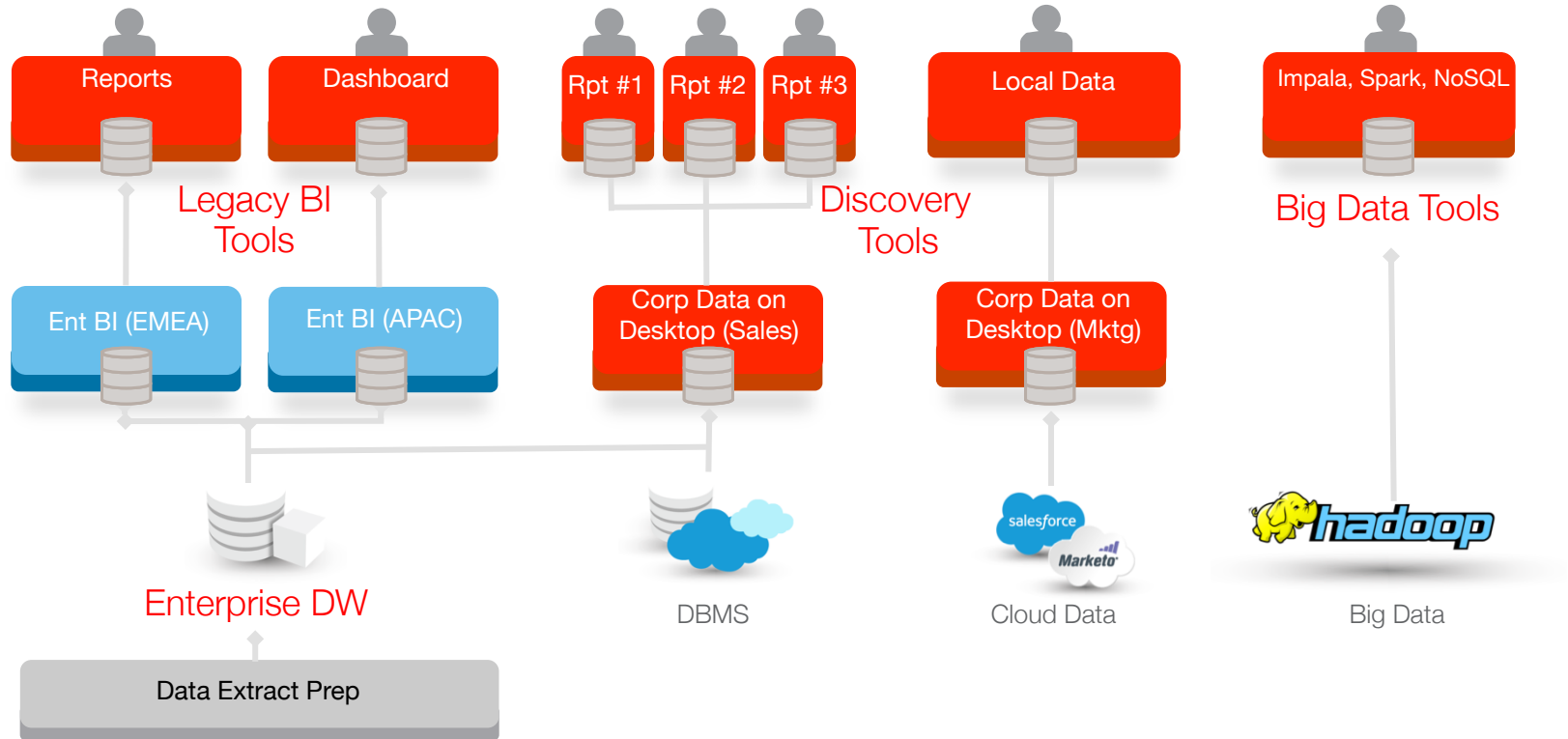
Rank	Investment Priority Ranking	2014	2015
1	BI/analytics	41%	50%
2	Infrastructure and data center	31%	37%
3	Cloud	27%	32%
4	ERP	26%	34%
5	Mobile	24%	36%
6	Digitalization/Digital Marketing	17%	11%
7	Security	13%	11%
8	Networking, voice and data communications	12%	12%
9	Customer relationship/experience	11%	8%
10	Industry specific applications	9%	10%
11	Legacy modernization	7%	7%
12	Enterprise applications	6%	2%

Source: 2015 CIO Gartner Agenda Report

Analytics problems are still not solved for IT and business



Challenges with current environment



Issues with existing technology and approach means silos everywhere



BI is not meeting business or IT needs

End Users

BUSINESS CHALLENGES

- ⚠ Lack of consistent and current data.
No self-service: e.g. IT tickets for data snapshots or views
- ⚠ Lack of consistency within & across departments = Analytical silos
- ⚠ Different tools, different answers = User silos

BI / IT

IT CHALLENGES

- ⚠ 10s to 100s of HC supporting report maintenance, BI deployments, ...
- ⚠ Constant backlog, user dissatisfaction, rogue projects
- ⚠ Huge money and people in support of ETL, data prep and legacy BI
- ⚠ Maintenance mode vs drive data strategy

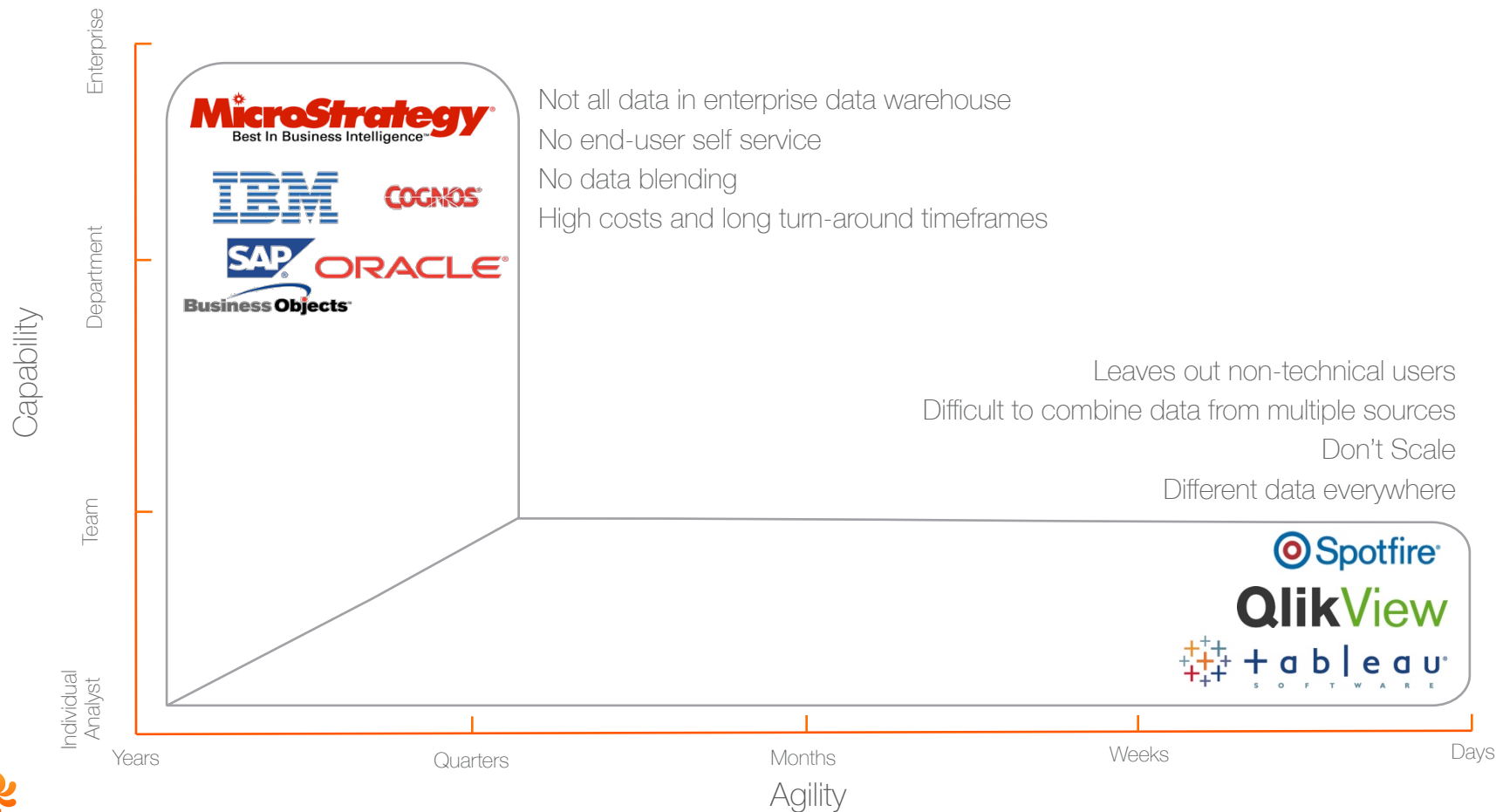


Silos prevent you from meeting your key BI requirements

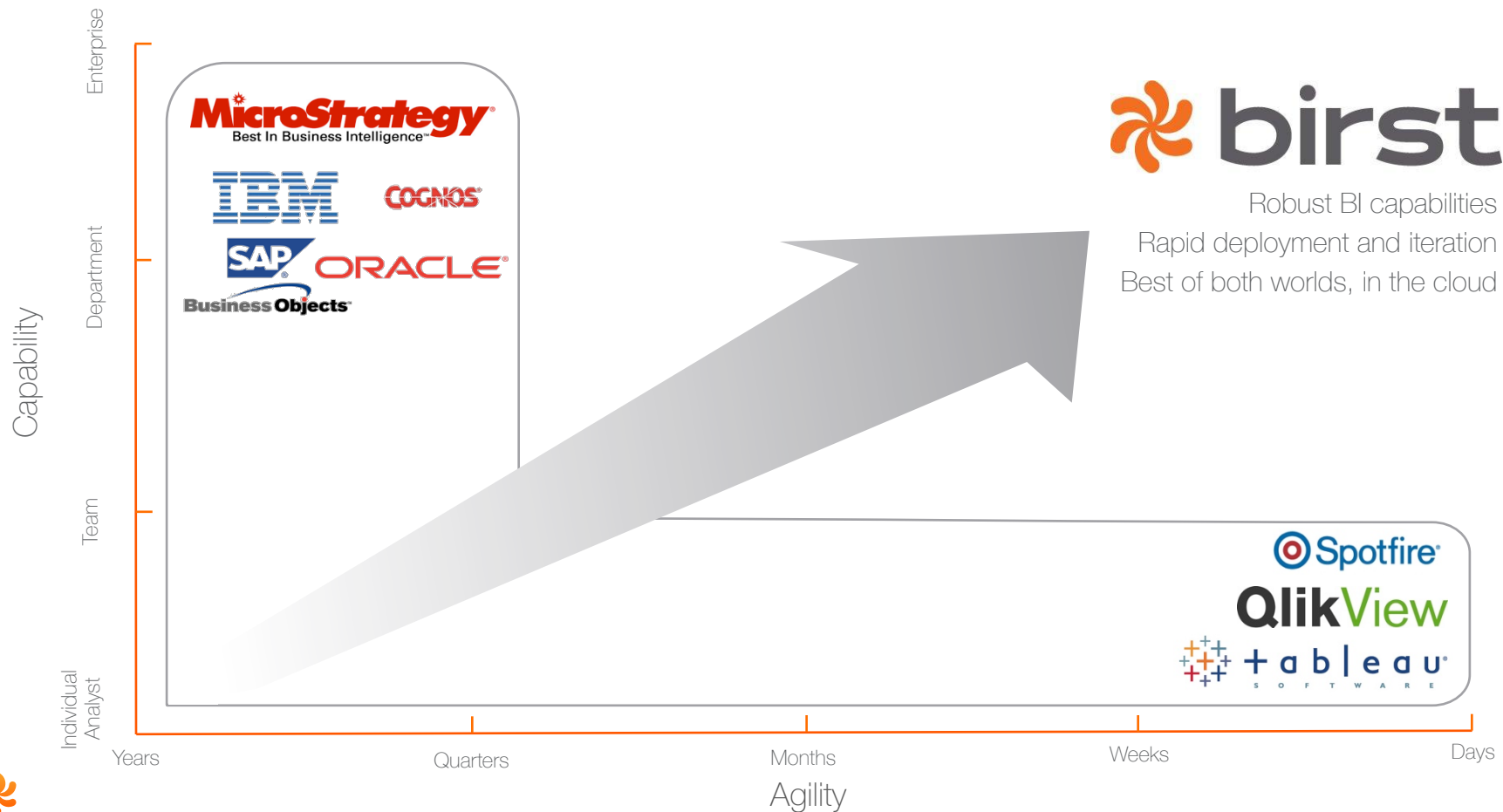
- 1 Unifying data from multiple source systems or complex structures**
- 2 Analyzing a complex business process or business model**
- 3 Blending decentralized and centralized data and BI**
- 4 Creating and maintaining reusable metrics and definitions**
- 5 Empowering users with role-specific analytical tools**
- 6 Fast time to value with iterative and agile deployment**
- 7 Economically scaling on demand – both users and data volumes**



Today's BI reality: Capability vs. agility



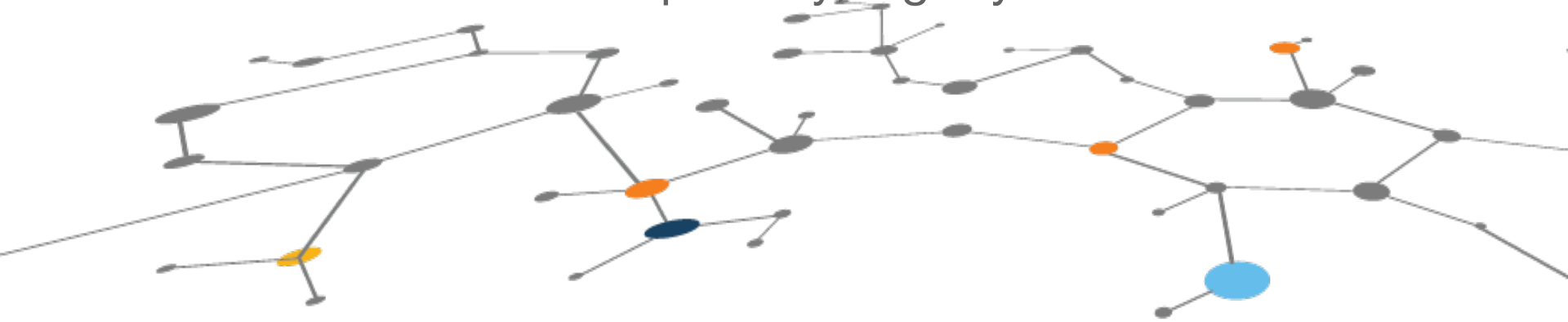
Today's BI reality: Capability vs. agility



NETWORKED BI

Cloud BI Architecture

it's about Capability, Agility and Scale



CONNECTING THE ENTERPRISE THROUGH DATA

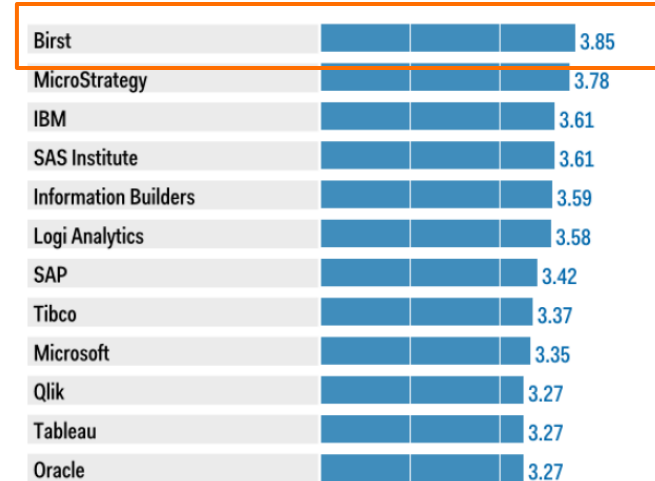
Who is Birst?

- Leader in Cloud BI & Analytics
 - Founded in 2005 by BI industry veterans
 - Disrupting traditional BI models
- Defining the next generation standard for enterprise BI
- Bridging the gap between centralized and decentralized analytics
- Support thousands of global companies



2015 Critical Capabilities for Business Intelligence and Analytics Platforms

Product or Service Scores for Centralized BI Provisioning



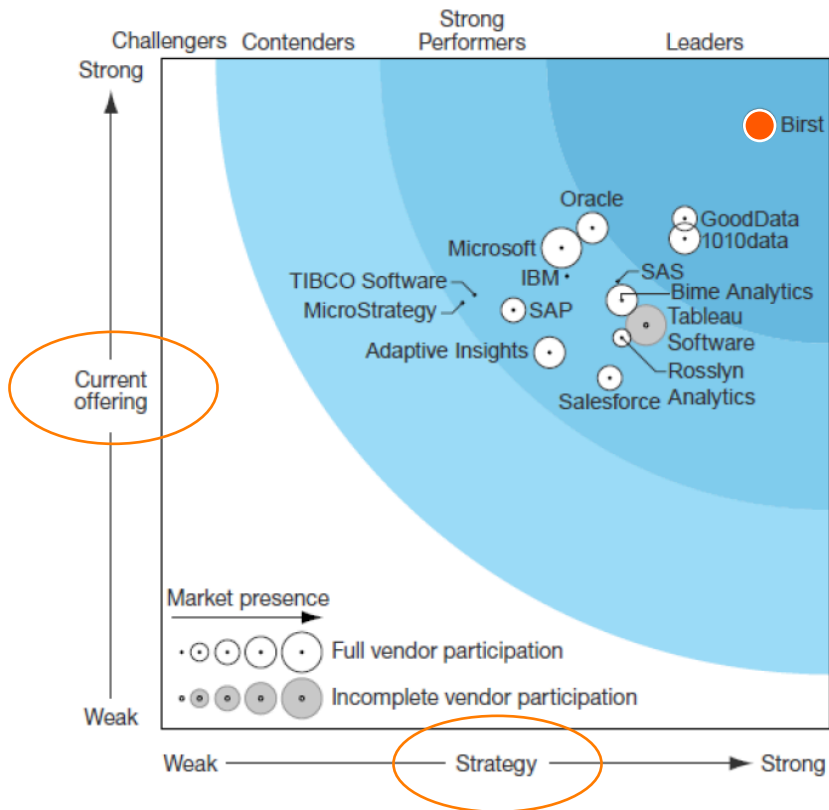
Gartner

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



Birst Leading the Way in Cloud BI

The Forrester Wave: Cloud Business Intelligence Platforms, Q42015

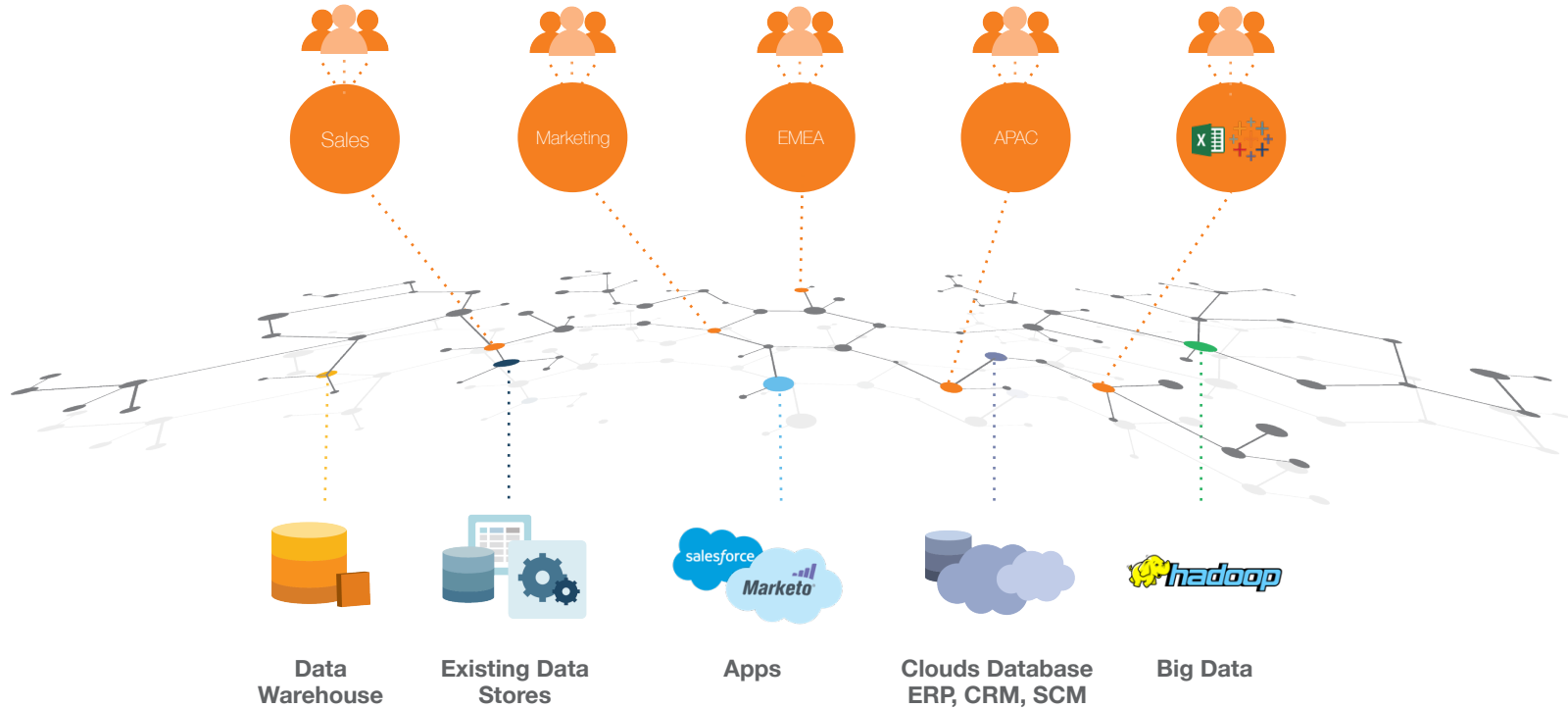


Highlights:

- Highest overall score among all vendors
- Highest or 2nd highest score in 13 of the 16 evaluation criteria
- Highest scores for:
 - Cloud delivery
 - Data access and integration
 - IT-enabled self-service
 - Security and compliance
 - Technical architecture
 - Commitment
 - Vision and strategy



Introducing Birst Networked BI

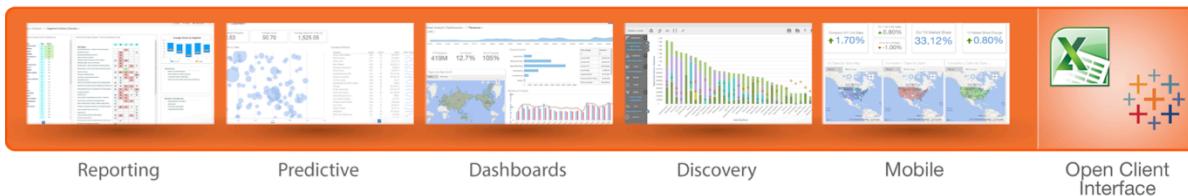


A single networked view of data

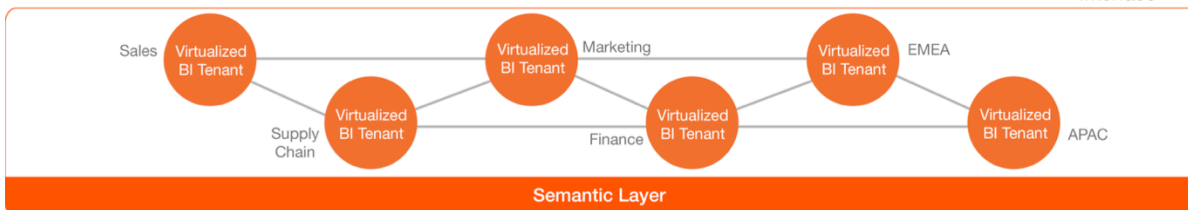


How it Works

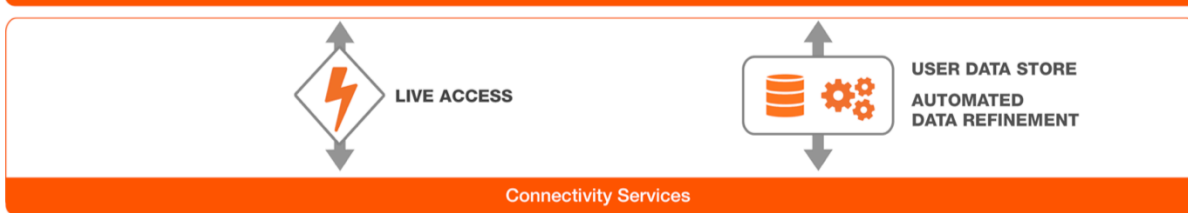
BIRST ADAPTIVE USER EXPERIENCE



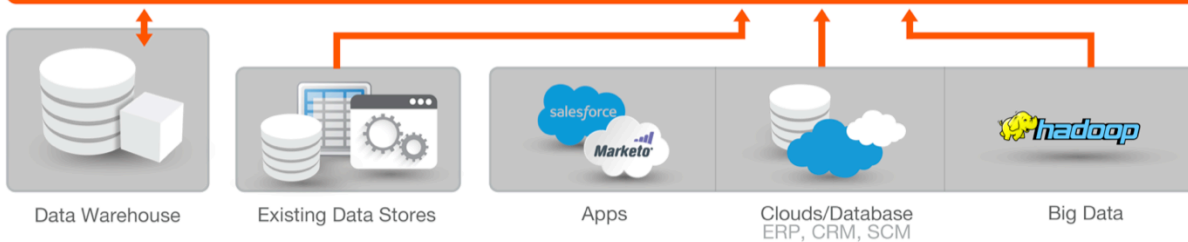
BIRST MULTI-TENANT CLOUD ARCHITECTURE



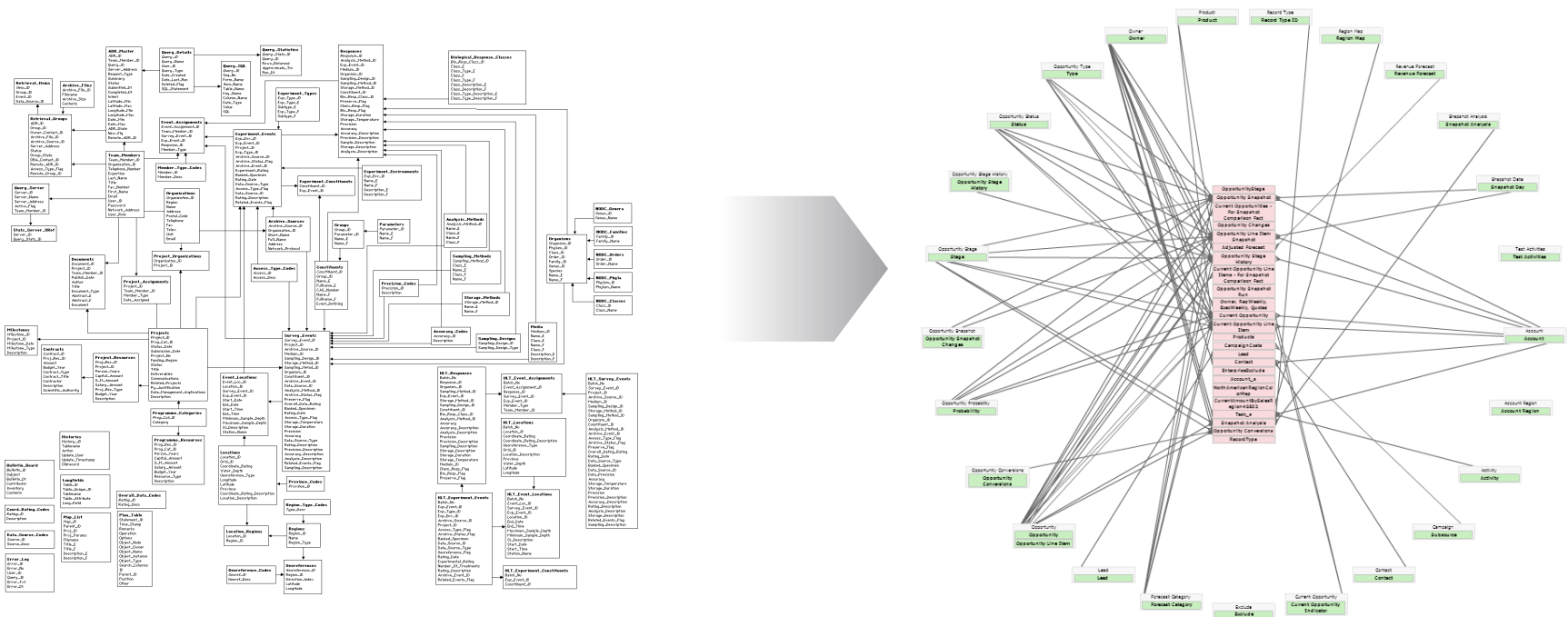
BIRST USER DATA TIER



ENTERPRISE DATA TIER



Automated Data Refinement (ADR)*: *Automatisch, analytisch fertige Daten*

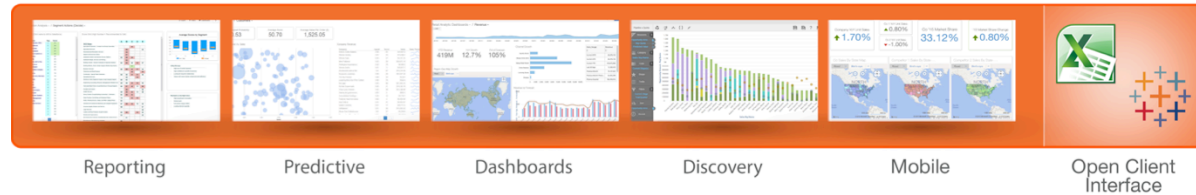


*Patent Pending

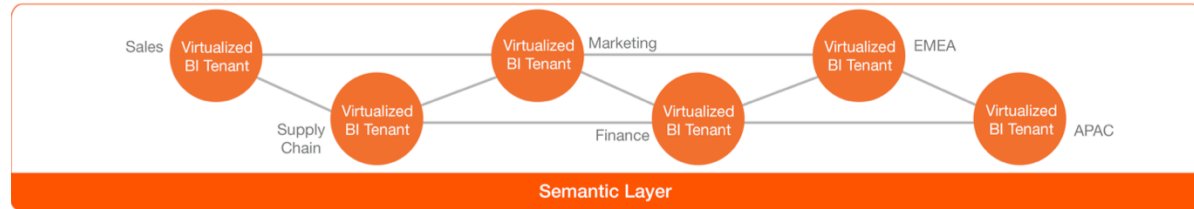


How it Works

BIRST ADAPTIVE USER EXPERIENCE



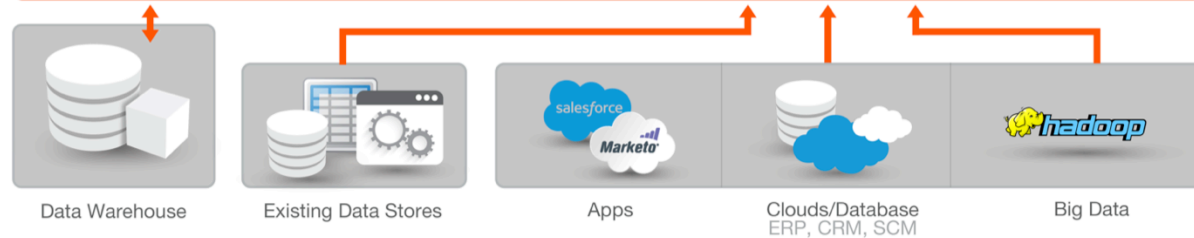
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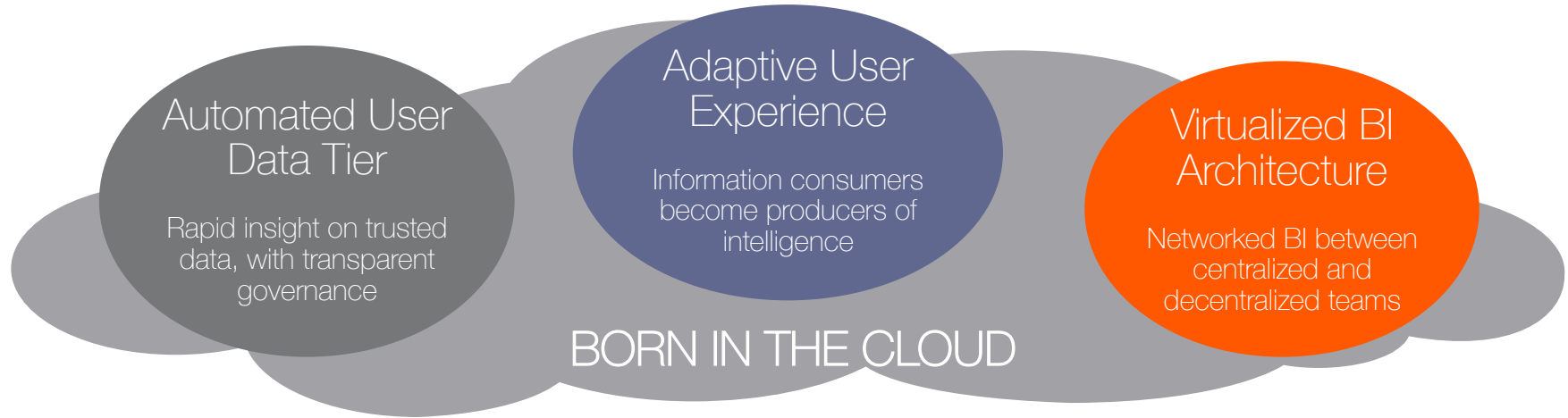
BIRST USER DATA TIER



ENTERPRISE DATA TIER











Things that make Birst different



Networked BI drives a new level of IT and business value

Birst Networked BI

Business Benefits

	Unify complex data across sources	New deployments in 1-2 months at much lower cost
	Analyze complex processes & models	Real time alignment across users and departments
	Blends centralized and decentralized	Enable local agility with uniform, global views
	Consistent data across - Trust	Across centralized and de-centralized groups
	Users can use a variety of tools	Drive adoption, ongoing usage and self-service
	Faster time to value	Short time and lower cost to deploy = lower risk
	Scale on demand, up to 1,000's users	High performance and superior economics
	Secure, stored cost effectively	Controlled centrally, deployed in the cloud or on premise



1000s of global companies using Birst

Sales



Marketing



Customer/Service



Enterprise-wide BI



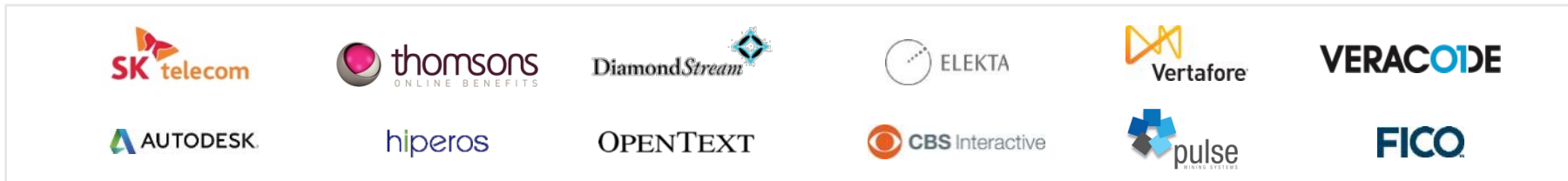
Finance




Operations



Embedded



Launch a new business unit with cross-functional analytics to deliver 25% revenue uplift



\$175MM annual sales impact

Roche Diabetes Care is a pioneer in the development of blood glucose monitoring systems and a global leader for diabetes management systems and services.

Business Opportunity

- Create Roche Diabetes Care (RDC) as a new business unit to serve the changing diabetes market with a model closer to CPG than Pharma
- Set up new systems and cloud infrastructure for flexibility and reduced cost
- Use data to transform product offering and customer relationships

Technical Challenges

- Integration of Salesforce, SAP and IMS Health data
- 228 legacy BI applications for global cross-functional enterprise analytics
- New analytics across 80 unique countries with an always-on model
- **18 months to separate from Roche Corporate**

Why Birst

- True Cloud architecture delivers speed and low TCO
- Automated data preparation
- Networked BI for cross-functional collaboration and regional analytics on transparently-governed data

Results

- Result in 2 extra visits per day per sales person – a 25% uplift in revenue **equal to CHF 175MM per year for the next 5 years**
- Enables analytics for sales, supply chain, and finance





Questions?