

Why Migrate to an Agile BI Business Analytic Tool

Three Business Analytics software groups are commonly in the market: the called Big BI, which are the first one and have been developed over the first structures. The not so new programs under the concept grouped Data Discovery and Visualization Tools and finally, the third group that has been developed under the latest BI techniques called **Agile BI** by its own characteristics: **Agility and Capability**.

 <p>Big BI:</p> <ul style="list-style-type: none"> • Cognos • Microstegy • Oracle • SAP <p>Capable but NOT nimble – little ability to enhance/adapt</p>	 <p>Agile BI: <u>Birst</u> Capability AND Agility</p>	 <p>Data Discovery & Visualization Tools:</p> <ul style="list-style-type: none"> • QlickView • Tableau <p>Nimble but NOT capable - limit</p>
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Agile means: moving Quickly, easily and nimbly

<i>Agile BI Business Analytics means:</i>	=	<i>Capacity of Development</i>
<i>Quick thinking, mentally sharp and quick deduction.</i>		+
		<i>Agility to Accomplish goals in short time</i>

Birst's ease-of-use and self-service capabilities allow even the largest implementations to be managed by a single administrator. When compared to MicroStrategy, SAP Business Objects, and Oracle OBIEE, Birst typically requires 1/3 the cost, time, and resources.

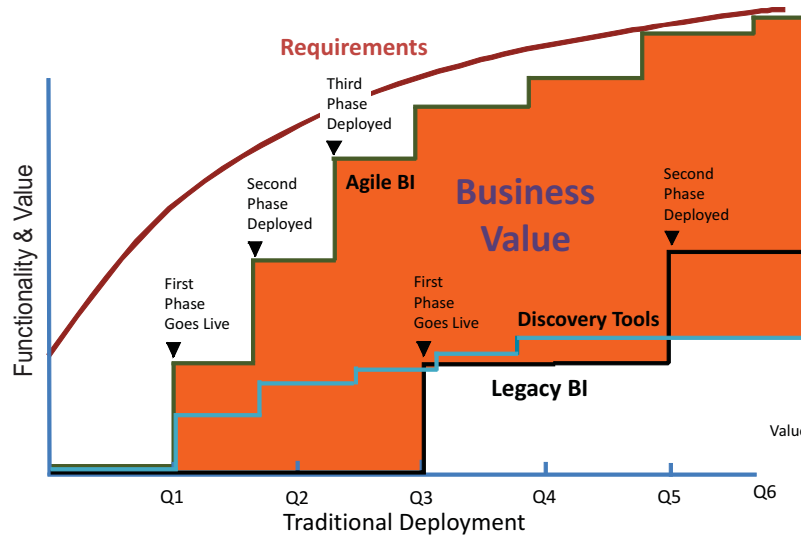
1/3 the Cost, Time and Resources of Big BI Vendors

Birst an Agile BI Business Analytic Tool

INSTANT AND CONTINUOUS VALUE

How **Birst** rapid iteration with enterprise capabilities drive value for YOUR organization?

End users' requirements for insight always increase over time—they need insight into more data sources to build a more complete view of the business and they need more ways to analyze and interact with that data for them to make effective decisions.



BIRST AGILE BUSINESS ANALYTICS TCO THAT POSITIVELY IMPACTS YOUR INCOME STATEMENT

IDC 3 Year TCO Model



IDC TCO model for traditional BI:

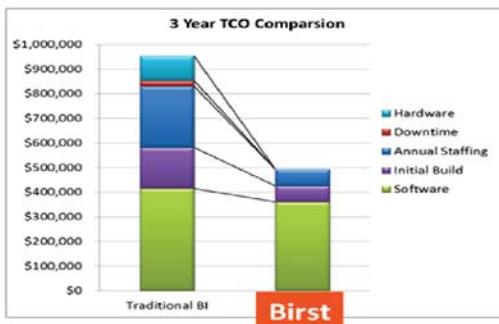
- Nearly 60% of the typical 3-year BI investment is locked into staffing costs required for initial build, ongoing improvement and maintenance:
 - Hardware Management, Backup/DR Activities
 - Database Administration, Software Upgrades
 - Physical Data Model Creation/Updates
 - Security Infrastructure Management

Traditional BI imposes a high IT tax:

- **High TCO:** 60-70% tax for technology enablement and maintenance
- **Opportunity Costs:** \$2 out of every \$3 of BI investment diverted from building insights that drive improved business performance

Birst Agile Business Analytics:

- Delivers 2-3x the business insights for same BI investment
 - SaaS-based
 - Complete BI Capabilities
 - Automated Data Warehouse
 - Single Optimized Platform



What should you do next?

Call us to schedule an appointment, we will gladly extend the information about our services and answer your questions and doubts: 713-384-6016