



TIBCO Spotfire® Analytics Platform



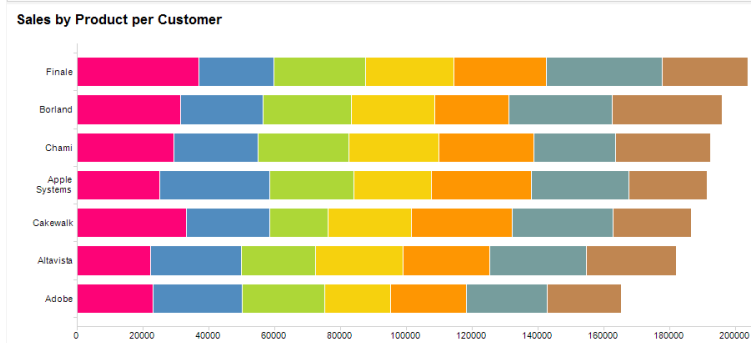
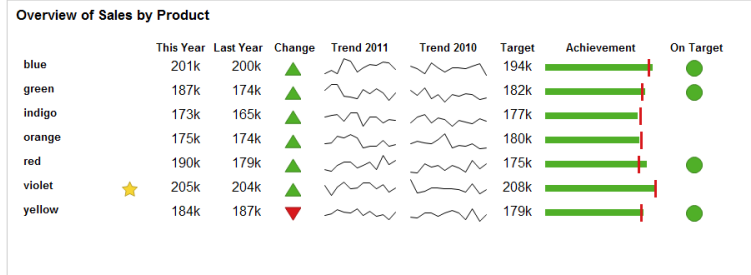
CHALLENGE

Business users today continue to struggle with the increasingly large amounts of data being accumulated inside and outside their organizations. Making sense of this "big data" or "Extreme Information," aggregating it and making decisions quickly that can have a competitive impact, can mean the difference between success and failure.

"big data" refers to datasets whose size is beyond the ability of typical database software to capture, store, manage, and analyze.

McKinsey Global Institute May 2011

Gartner refers to this unique combination of data volume, velocity, variety and complexity as "Extreme Information"



AT A GLANCE

With Spotfire 4.5 organizations can now:

- Mashup "big data" via Hadoop, as well as unstructured data via Attivio
- Anticipate business events using an expanded library of pre-packaged predictive models
- Access the SAS® and MATLAB® statistical engines without scripting
- Create branded apps quickly and easily for the Apple iPad
- Monitor and control with greater efficiency across multiple Spotfire Servers and Web Players

BENEFITS

- **Fastest to Actionable Insight:** Allows organizations to increase productivity by providing users throughout the organization with unmatched speed and flexibility to anticipate, answer, and act on answers to relevant questions at the speed of thought
- **Visibility into the Unknown:** Enables users to uncover trends, patterns, & unexpected insights hidden in data that represent business opportunities or threats through intuitive visualizations, analytic dashboards, and applications
- **Self-service Discovery:** Increases agility and productivity by drastically reducing reliance on IT and eliminating time related to data preparation, report building, and spreadmart creation
- **Universal Adaptability:** Spotfire Analytics is a single highly-scalable analytics platform that empowers a broad spectrum of business & technical users across a wide range of analytic use-cases & processes to act on data-driven insights quickly





Most organizations still lack the ability to support the fast-paced, dynamic decision-making needs today's business require. Their traditional business intelligence (BI) systems were designed for reporting, while their statistical packages are so complex that most users are unable to use them to anticipate business events. Typically, most BI users rely heavily on IT and must endure a time consuming and inefficient process every time they want to ask new questions from their data. In addition, reports are submitted to individual recipients

There is no broad distribution of insights, as the reports are not easily shared. The result? Agility is stifled. Opportunities are lost. Risks are not minimized.

Most knowledge workers trapped in this situation take matters into their own hands and try to avoid a long-wait from IT by exporting data to spreadsheets. This go-it-alone approach carries its own challenges and often results in a lack of data consistency, version-control nightmares, and a limited and unreliable view of the business.

SOLUTION

In the highly regarded Gartner Magic Quadrant, TIBCO Spotfire® is ranked as one of the most flexible and easy to use data discovery platforms for self-service discovery, authoring analytic apps, and publishing interactive and highly visual dashboards.

It's the result of our extensive research and development in data visualization and human-computer interaction. Spotfire Analytics makes analyzing your data as engaging as it is empowering.

TIBCO Spotfire Analytics equips business, technical, and scientific professionals throughout the enterprise to freely analyze data and create and analytic applications and dashboards. Spotfire Analytics puts end users in more control, which speeds to the "time to insight" while reducing typical bottlenecks within IT building new reports or reconfiguring

databases. With Spotfire Analytics, business users can explore their data at the speed of thought and achieve competitive advantage faster than ever.

New insights and answers are found via our award-winning, next generation, in-memory data engine. It offers instantaneous response to new questions and makes our offerings truly self-service, without the need for IT intervention or support.

The Spotfire Analytics Platform

Spotfire Analytics platform meets the needs of all users -- from data scientists, ad-hoc users, and dashboard consumers to domain-specific applications, to event-driven real-time analysis, to powerful predictive analytics -- from a single architecture.

Distributed in-memory processing gives instant answers and frees up IT cycles and can scale high-speed analytics to thousands of users and millions of rows of data. It integrates with existing enterprise data sources and security models, and provides IT with a centralized means to administer and deploy analytics across the enterprise.

In addition, Spotfire Analytics puts powerful models and predictive analytics "under the hood," smoothly blending them into the interactive user experience and ensuring that our dashboards are not only beautiful, but also telling you the real story. Traditional reports and dashboards are notoriously ambiguous. Although they may appear convincing, they could be dangerously misleading. The truth is, there are often hidden relationships, patterns, and future trends in data that can only be coaxed out with real analytics from Spotfire software.

In-memory processing gives instant answers and frees up IT cycles typically spent building new reports and reconfiguring cubes, while a unique, visual and interactive approach to analysis reveals new insights into data. Increase your confidence and make smarter decisions with Spotfire Analytics.

"We've never seen software deliver productivity gains this quickly or create end user demand this high, regardless of the department where it's deployed."

- Shigeru Komats, Toshiba Corporation



TIBCO Spotfire® Professional

Makes comprehensive analytics fast and easy for a variety of users, allowing them to:

- Gain **instant access to actionable insight** by performing compelling ad-hoc analyses
- Enjoy the power of **self-service discovery**, by accessing multiple back end & local data sources without requiring assistance from IT
- Create, deploy and quickly brand mobile apps via the Apple iPad using the Spotfire Deployment Kit
- Provide **visibility into the unknown** by instantly publishing analytic applications and reports to colleagues, partners or customers using TIBCO Spotfire Web Player

TIBCO Spotfire® Web Player

The zero-footprint web interface provides enterprise-class scalability, providing **universal adaptability** across geographically dispersed colleagues, customers, and business partners.

- Enable thousands of users across the enterprise to enjoy the benefits of “1-clicking publishing”, as content and insights can be shared broadly
- Harness the power of Spotfire’s **contextual collaboration** capabilities so insights can be viewed and shared across all types of users
- View and navigate configured analysis workflows, with no software or plug-ins installed
- Answer new questions with remarkable interactivity and visual clarity, way beyond today’s static reports
- Embed analyses in social platforms, a corporate portal, Microsoft SharePoint, or quickly integrate with other web applications to create data mashups

TIBCO Spotfire Statistical Services

Spotfire’s Statistical Services give decision makers greater ability to anticipate and solve business challenges earlier in the decision cycle by applying advanced statistical models without requiring those executives to understand the underlying complexities of statistics. With advanced insight powered by Spotfire’s Statistical Services, decision makers are better prepared to seize opportunities & avoid risks.

- Anticipate business events using an expanded library of pre-packaged predictive models directly from the core Spotfire platform
- Access the SAS® and MATLAB® statistical engines directly from Spotfire without scripting
- Execute S+ and R-based statistical models
- Centrally manage and deploy statistical models and predictive analytics to mainstream users

TIBCO Spotfire Application Data Services (ADS)

Deliver the power of **data mashups** across your entire enterprise by connecting to a myriad of data sources and transactional systems, without heavy IT involvement, including:

Application sources:

- Hadoop
- Attivio’s Active Intelligence Engine™ (AIE™)
- SAP 4.6, 4.7, 5.0
- SAP BW 3.5
- Siebel eBusiness Applications 7.x
- Oracle E-Business Suite 11.5.8 ,11.5.9, 11.5.10
- Salesforce.com
- Any other file, relational, or procedural sources as supported by Spotfire Information Server



Data Sources:

- JDBC – Any JDBC-compliant data source including:
 - IBM DB2 v7, v8
 - Informix 9.x
 - MS SQL Server 2000
 - MySQL 3.x, 4.x
 - Netezza NFS
 - Oracle 8i, 9i, 10g
 - Sybase 12.5
 - HP Vertica
 - ODBC: MS Access 2002, MS Excel 2000
 - LDAP v3
 - Web Services
 - Flat Files
 - Mainframes (through 3rd-party software)

TIBCO Spotfire Professional Services

Take advantage of over 15 years' experience in analytic best practices and custom solution development, plus world-class **enterprise-class** training & support.

- Enable everyone with IT workshops, advanced analytics and end user training
- Learn with web-based, regional, or onsite training
- Depend on phone support personnel in Europe, USA and Japan for fast response

TIBCO Software Inc. (NASDAQ: TIBX) is a provider of infrastructure software for companies to use on-premise or as part of cloud computing environments. Whether it's efficient claims or trade processing, cross-selling products based on real-time customer behavior, or averting a crisis before it happens, TIBCO provides companies the two-second advantage™ – the ability to capture the right information, at the right time and act on it preemptively for a competitive advantage. More than 4,000 customers worldwide rely on TIBCO to manage information, decisions, processes, and applications in real-time. TIBCO Spotfire® provides in-memory analytics software for next generation business intelligence. By offering a visual, interactive experience, Spotfire® helps professionals quickly discover new and actionable insights in information.

Learn more at <http://spotfire.tibco.com>.

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<http://spotfire.tibco.com>

TIBCO Spotfire
TIBCO Software Inc.
212 Elm Street
Somerville, MA 02144

Tel: +1 617 702 1600
+1 800 245 4211

Fax: +1 617 702 1700