

Best Practices for Increasing the Adoption of Analytics in Your Organization

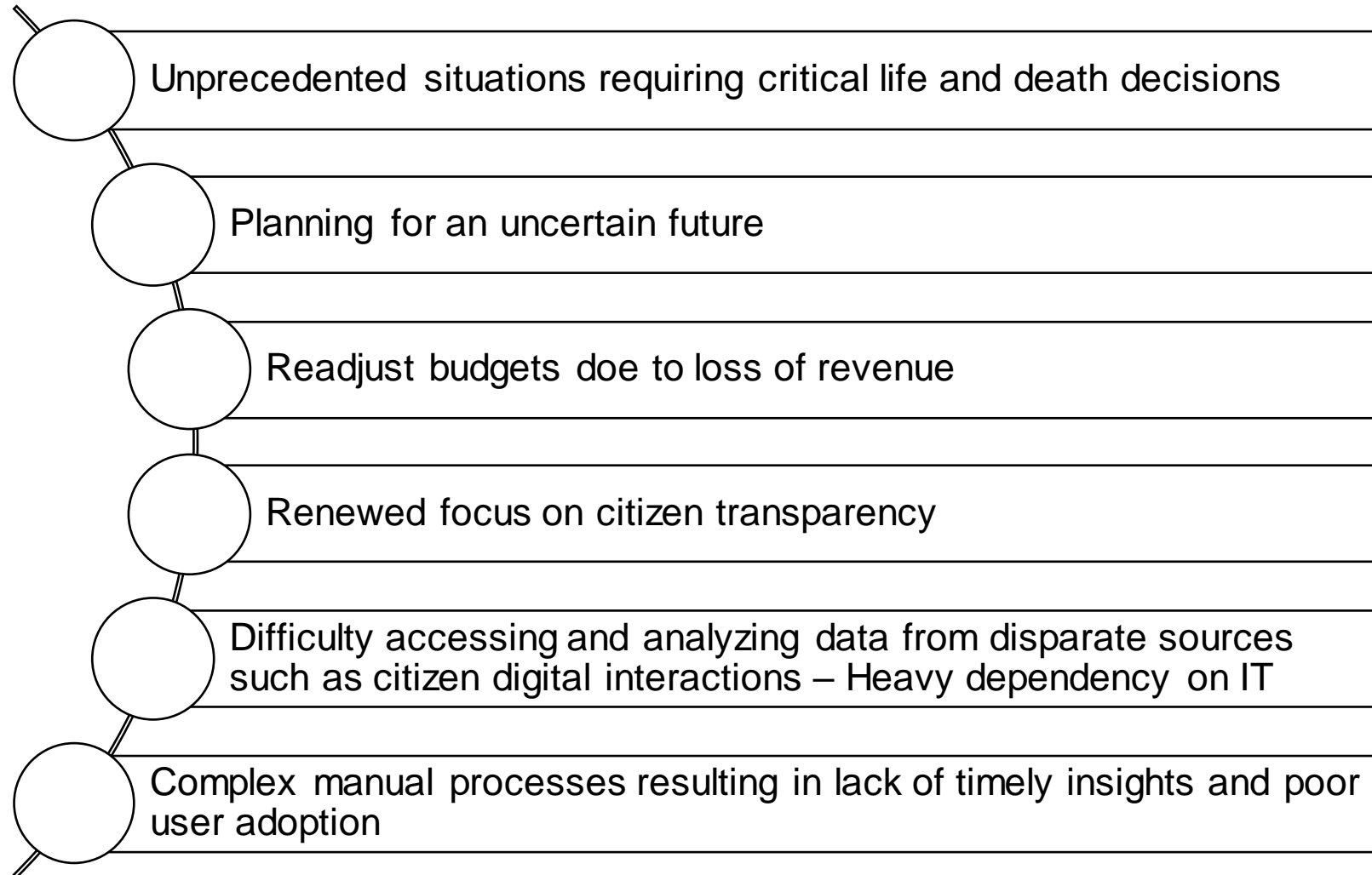
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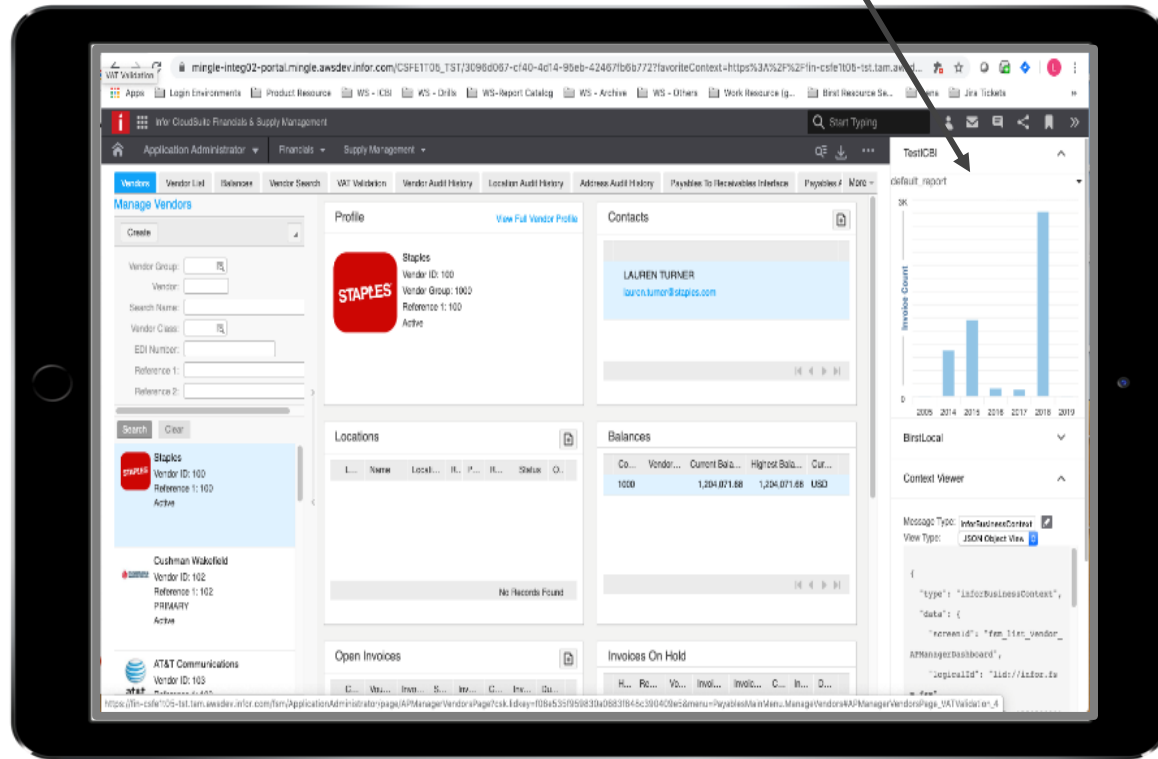


Challenges



In-Context Analytics Embedded in User Workstreams

In Context widgets on functional screens



Role-based content, customizable & flexible



Alerts and notifications

Dozens of tabbed reports rationalized into single view

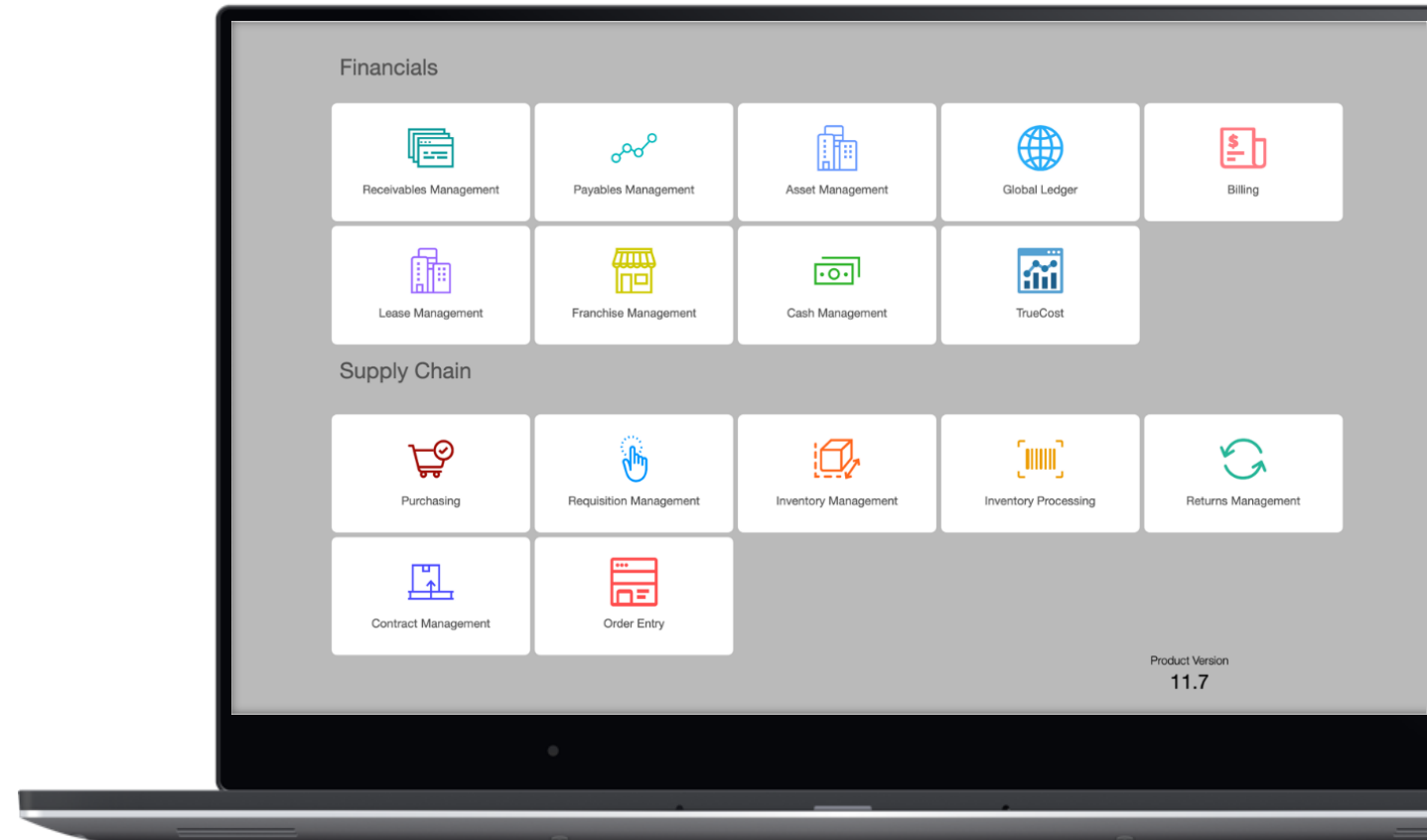
Complexity made consumable



Buying vs Building is a game changer

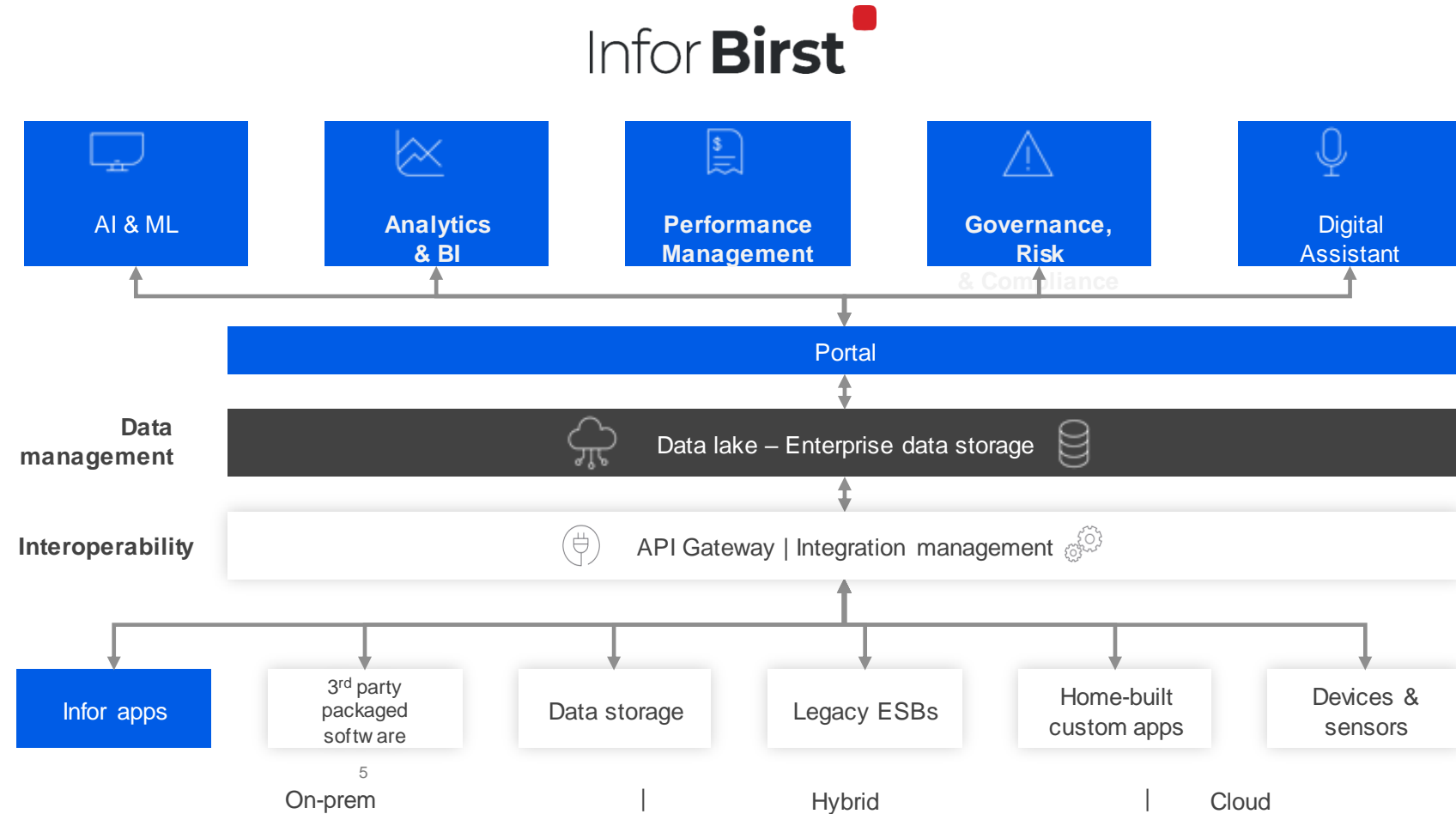
Customize and extend analytics to the needs of your business

- Analytic applications provide pre-built business intelligence (BI) and analytical capabilities that promise to democratize analytics as most of the hard work in transforming data to insights has already been done.
- Out-of-the-box, modern analytic applications can contribute 80% of required capabilities. The remaining 20%, often specific to an individual organization, can be quickly built with the power of automation and extensibility of the cloud.
- Customize metrics and data models to your business needs without starting from scratch
- Extend pre-built analytics with 3rd party data for 360' view of your business
- Seamlessly blend analysis across different Infor solutions
- Embed analytics into any modern web application



The need for a modern data architecture

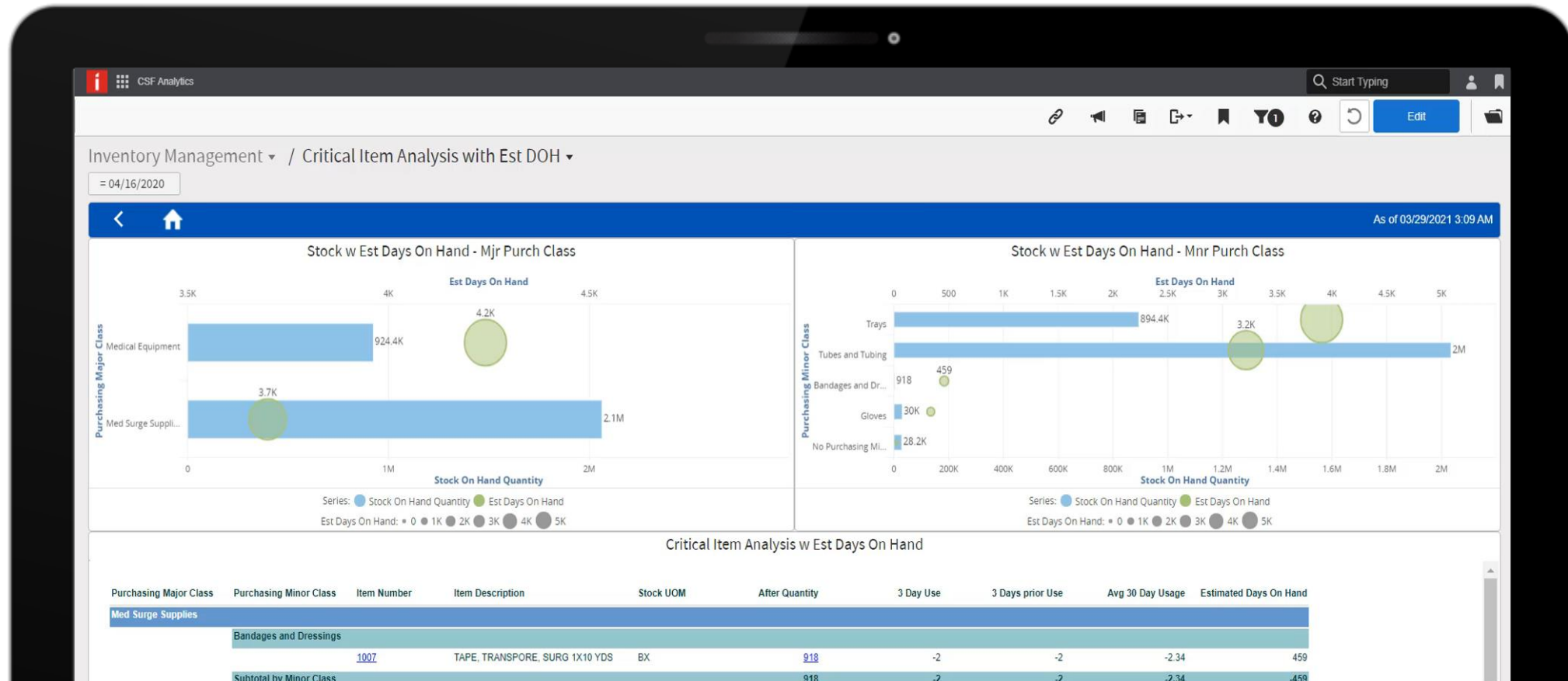
- Organizations typically struggle with three common challenges when legacy systems aren't replaced with modern data architectures.
- Inability to handle all the different data sources and use cases involved in delivering analytics at scale.
- Inability to scale rapidly, coupled with high maintenance costs.
- Inability to discover new insights rapidly.



An embedded analytics scenario

A packaged analytic application is typically the fastest route to getting analytics into the hands of business users, especially those on the front line of an organization. Although deployment times will depend on the application, many packaged applications can be deployed in a few days or weeks, especially in the cloud.”

GARTNER



The value of out-of-the-box, modern analytic applications

Characteristics of Packaged LOB Analytic Applications



Out-of-the-Box Data Integration

- Domain-Specific Data Sources
- Prebuilt Data Models



Packaged LOB Analytics

- Multiple Analytic Techniques
- Prebuilt Reports and Analytics Templates



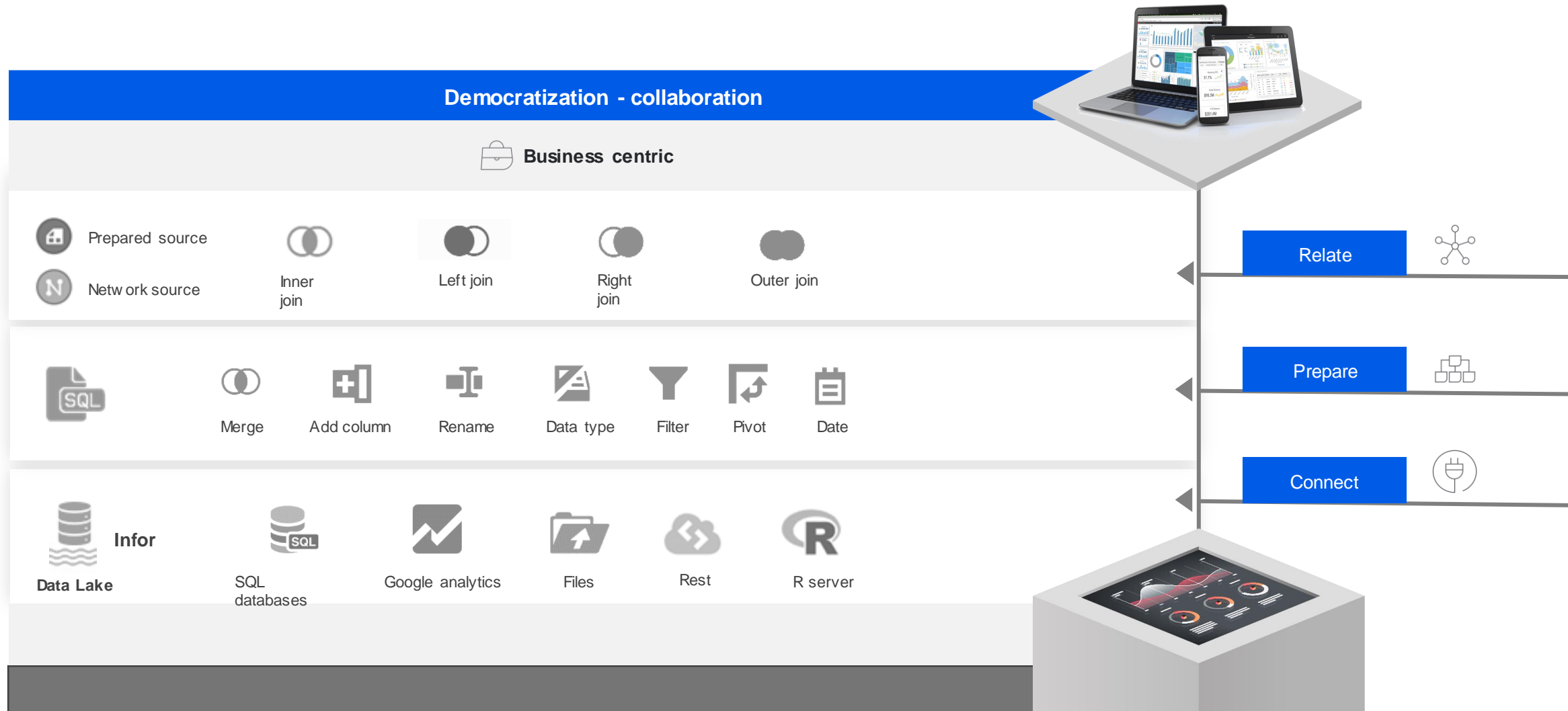
Contextualized Visualization/Workflow

- Integrated Business Workflow
- Intuitive Interface Built for Operational Users

Source: Gartner

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End-to-end enterprise analytics platform



Fast time to value

Meet the demand for actionable insight by leveraging an agile modern native cloud architecture

01

Modern cloud architecture

02

Full stack, pre-integrated & ready to go

03

Focus on strategy, not upgrades and maintenance

“

Moving your enterprise data, BI platforms, and applications to the cloud is no longer a matter of if, but when.
- Forrester

We found Birst and knew it was the real deal. I was amazed at how easy it was to get Birst up and running – without an army of IT resources or consultants. Birst was a Game-Changer for us.
- Citrix Systems

The Forrester Wave™: Enterprise BI Platforms (Vendor-Managed), Q3 2019

Results driven by design

Put business needs first with a proven systematic approach that is value driven

01

Translate business needs into valuable insights

02

Use key drivers to affect outcomes

03

Customize and extend analytics to the needs of your business

“

Our lifeblood is the front line of the retail store. By providing our front-line workers with reporting at their fingertips, sales and customer service have improved. All our employees, including executives, look at the same numbers and make better decisions as a result. All of this value has definitely contributed to a positive ROI.

- Pilot Flying J

David Clothier, Vice President of Finance at PilotFlying J

Democratization of insights

Leverage the proper skillsets to derive meaningful insights

01

Free yourself from data silos

02

Adopt a centralized and decentralized approach to analytics

03

Strike a balance between governance and agility

“

It was an absolute culture shift. Suddenly, I had information nobody else had, faster than they had it. And talk about adoption rate, when I started at the top using Birst, and started taking screen shots and sending it out to sales staff and manufacturing personnel, operations guys, they quickly wanted the application as well, so they could have the information that I had at the same time.

- Miller Industries

William Miller, President and CEO
at Miller Industries

Improving data-driven decisions

Analytics can significantly improve data-driven decisions that address today's and tomorrow's challenges. Implementing integrated industry and role-specific analytic applications can not only make an organization's people better informed, but they can also result in faster deployment and higher adoption.

Additional benefits include:

- Ease of use - A modern UI that's easy to learn, navigate, and collaborate with
- Self-service - Limited IT involvement is needed; designed for the business user
- Flexible and open - Customizable and extensible capabilities match requirements of the business
- Lower costs - Automated data integration processes save time and resources
- Less risk - Data is centralized and trusted, with controls
- Simple to deploy - Single multi-tenant provisioning is available for all services





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Thank you

Infor is a global leader in business cloud software specialized by industry.

To learn more infor.com/birst

