



# TIBCO Spotfire® Analytics Platform



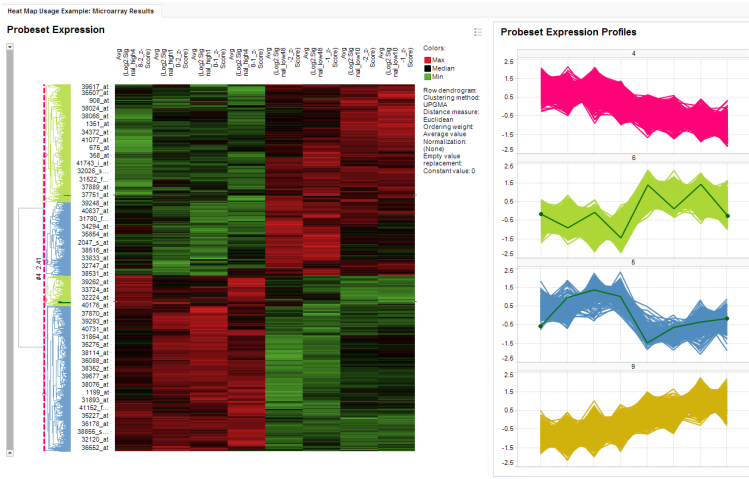
In today's highly competitive and uncertain marketplace, the most successful organizations are those with a two-second advantage. They first spot new opportunities, best manage risks, and most swiftly react to unforeseen events. Their insights and agility come through the use of visual, self-service analytics, where professionals managing mission-critical departments and global processes have the ability to immediately and intuitively ask questions and get answers from their data—anticipating what's next, taking quick, educated actions—all from using TIBCO Spotfire®, the next generation of business intelligence.

## AT A GLANCE

Enterprises can seize new business opportunities and evade risks with unmatched speed & flexibility, using Spotfire. From interactive dashboards and visualizations to predictive analytics, Spotfire is an enterprise analytics platform that helps business and technical users quickly explore data to spot actionable insights, without requiring IT intervention.

## BENEFITS

- **Fastest to Actionable Insight:** Increase agility 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:** 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 productivity by drastically reducing reliance on IT and eliminating time related to data preparation, report building, and spreadsheet version control
- **Universal Adaptability:** Scale analytics on a single, highly-scalable platform to support a broad spectrum of business & technical users across a wide range of use-cases & processes to quickly act on data-driven insights



## CHALLENGE:

### Impediments to Dynamic Insights

The need for data-driven insights & agile decision-making has never been greater. Organizations are under great pressure to spot emerging trends and patterns hidden in vast quantities of data. Unfortunately, most organizations do not enable employees with analytics software that allows them to quickly & easily explore data and discover insights on their own. In fact, traditional business intelligence reporting and complex stats tools force users to rely on IT for each new slice of data – a time-consuming process. As a result, opportunities are lost, decisions are based on hunches, and risks increase.

To win the marketplace, enterprises must empower their teams with self-service analytics that will allow them to discover actionable insights buried in their data, so they can quickly take decisive action to stay ahead of competitors.





# TIBCO Spotfire Analytics Platform

## **SOLUTION: TIBCO Spotfire**

### *Fastest Time to Actionable Insight*

TIBCO Spotfire Analytics empowers end users to freely explore their data, giving them the power to instantly visualize, mashup, interact with, and share data at any level of detail, without relying on IT to constantly supply new data sets. Spotfire helps users answer pressing questions, uncover answers to questions they didn't know they had, and even anticipate what happens next. By using Spotfire, enterprises can make the most of emerging trends or take preemptive action – before anyone else – achieving a competitive advantage.

### **Dimension-Free Data Exploration Drives Fast, Actionable Insights**

Spotfire's easy-to-use visualizations enable users to quickly uncover answers to their initial questions, while revealing unexpected trends, patterns, and outliers that are hidden in data. Spotfire supports dimension-free data exploration to enable users to interactively visualize data without dimensions or constraints, so they can quickly uncover actionable insights. In addition, Spotfire uniquely enables users to dynamically filter and drill down to micro-level details, so they can identify the root cause of trends and problems.

### **Data Mashup Leads to 360-Degree Analysis**

To get a complete picture of external and internal environments, Spotfire makes deep data exploration easy, empowering users to quickly combine disparate data sources, without custom scripting or requiring IT intervention. With Spotfire, users from across the enterprise can easily access data from analytical & relational databases, OLAP cubes, flat files and enterprise applications, such as Oracle E-Business suite or SAP ERP, and integrate them into a comprehensive analysis of the entire data set. Spotfire's unique Data on Demand capability enables users to interactively mash up or swap massive data sets quickly and easily so they can uncover insights masked by data silos or aggregations.

### **Predictive & Event-Driven Analytics ...**

Spotfire helps enterprises to anticipate opportunities and risks by seamlessly integrating predictive models and real-time event streams in order to deliver the "two-second advantage."

Spotfire offers the best of both worlds to layperson and statistician alike: powerful predictive analytics are integrated "under the hood," for the business user, while statisticians and quantitative analysts can use Spotfire's broad array of cutting-edge statistical analysis tools to rapidly prototype, develop and deploy new analytic applications.

### **Contextual Collaboration**

Spotfire's capabilities easily support a collaborative decision-making process– from spontaneous and freeform brainstorming, all the way to formalized decision workflow. With Spotfire, organizations can capture and securely socialize moments of insight, ideas, and hypotheses with peers, advisers, and customers. These rich discussions can be captured through collaborative bookmarks, guided analytic apps, corporate portals and social platforms to provide visually compelling context to accelerate the decision making process.

### **Enterprise Class Capabilities to Fit into the Most Demanding Environment**

TIBCO Spotfire is the leading enterprise-class Analytics & Data Discovery platform, providing unmatched performance, scalability, and security. Spotfire's differentiating hybrid in-memory/ in-database analytics architecture supports the most demanding enterprise needs, easily scaling to thousands of users and limitless of rows of data. Spotfire is deployed in the world's largest companies in energy, financial services, manufacturing, consumer packaged goods and life sciences, working within existing IT systems and security models, and backed by global domain expertise and 24x7 customer service.

### **TIBCO Spotfire® Analytics: An Event-Enabled Enterprise Solution**

Spotfire meets the analytic needs of users across the enterprise – from data discovery and ad-hoc analysis, to interactive reporting and dashboards, to domain-specific applications, to event-driven real-time analysis, and powerful predictive analytics – all from a single architecture. TIBCO Spotfire is a key component of TIBCO's big data strategy. Spotfire is designed to leverage the full family of TIBCO business optimization and big data solutions, including TIBCO LogLogic®, TIBCO Silver® Fabric, TIBCO Silver® Mobile, TIBCO BusinessEvents®, tibbr® and TIBCO ActiveSpaces®.

*"Analytics is giving us a clear competitive edge. We use TIBCO Spotfire interactive visualizations to determine the best country-category combinations that will drive incremental sales revenue"*

- Procter & Gamble Company



## TIBCO Spotfire® Professional

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

- Gain instant actionable insights 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
- 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.

- Quantify and minimize the uncertainty associated with making decisions
- Execute R, S+, SAS and MATLAB-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 by connecting to a myriad of data sources and transactional systems, without heavy IT involvement.

### ADS Supported Data Sources and Protocols

- Apache Hive 0.7.0/Hadoop 0.17.x to 0.20.x
  - Data Direct Mainframe
  - File (cache, delimited, and XML)
  - Greenplum v3.3
  - HP Neoview 2.3, 2.4
  - IBM DB2 v8, v9, and z/OS v8 in compatibility mode
  - Informix 9.4
  - LDAP v3
  - Microsoft Access (Windows platforms only)
  - Microsoft Excel 2000
  - Microsoft SQL Server v2000, v2005, v2008
  - MySQL v4.1, v5.0
  - Netezza 4.0, 4.5, 4.6, 5.0, and 6.0
  - Oracle 9i, 10g, 11g, RAC
  - REST
  - SOAP 1.1, 1.2
  - Sybase ASE 12.5, 15
  - Sybase IQ 15
  - Teradata v2R6.2, v12, v13
  - Vertica 5
  - WSDL 1.1
  - XML/HTTP
  - MySQL Server 5.0.72 commercial edition
- ADS Supported Applications Data Sources  
(Add-ons, purchased separately)

*“Not only are our predictive analytics capabilities years ahead of what top competitors showcase, but our customers are blown away when we demonstrate our funds. The ROI we’ve received from Spotfire is easily 200%”*

- CorePoint Capital



# TIBCO Spotfire Analytics Platform

Oracle E-Business Suite 11.5.8, 11.5.10+  
 Salesforce.com v19 and earlier  
 SAP 4.7, 5.0, 6.0  
 SAP BI 7.0  
 SAP BW 3.5  
 Siebel 7.7, 7.8, 8.0

#### Information Services: Tested Data Sources

Oracle 11g Release 2 (11.2.0.x) on Oracle Exadata Database Machine  
 Oracle 11g Release 2 (11.2.0.x)  
 Oracle 11g Release 1 (11.1.0.x)  
 Oracle 10g Release 2 (10.2.0.x)  
 Oracle 10g Release 1 (10.1.0.x)  
 Oracle 10g XE  
 Oracle 9i Release 2 (9.2.0.x)  
 Microsoft SQL Server 2008 R2  
 Microsoft SQL Server 2008  
 Microsoft SQL Server 2005 SP2 and higher  
 Microsoft SQL Server 2000  
 Teradata 13.0 and higher  
 SAP HANA

MySQL 5.x  
 DB2 8.1.2.169  
 DB2 9.x  
 Sybase ASE 15.0 Express

Direct Connect In-Database: Supported Data Sources

Microsoft SQL Server Analysis Services 2008 R2  
 Microsoft SQL Server Analysis Services 2012 (multidimensional data only)  
 Teradata version 13.00, 13.10, 14.00  
 Oracle Exadata X2 (Oracle 11g Revision 2)

#### File Types

Microsoft Excel Workbooks (.xls, .xlsx, .xlsm)  
 Comma-Separated Values (.csv)  
 Text (.txt)  
 Microsoft Access Databases (.mdb, .mde)  
 SAS Data Files (.sas7bdat, .sd2)  
 Universal Data Link (.udl)  
 ESRI Shape Files (.shp)

*“Working with Spotfire directly connected to billions of data records through Teradata will greatly improve our ability to manage Big Data and to extend our ‘two second advantage’ through real time decisioning”*

- MGM Resorts International



**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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