

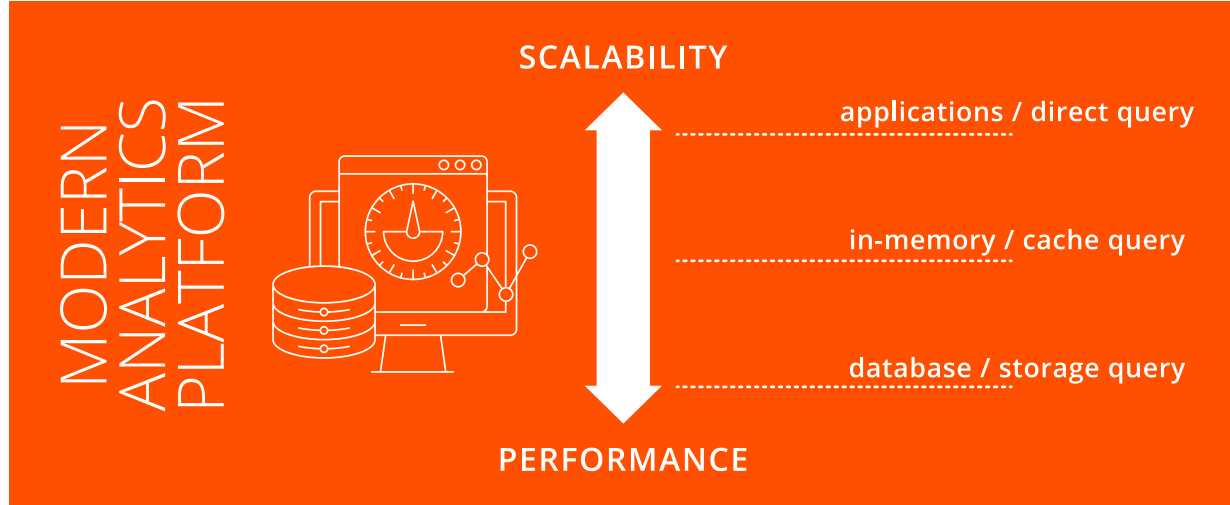
ANY USER

DATA CONSUMER DATA EXPLORER DATA ANALYST DATA SCIENTIST

ANALYTIC TOOLS	DATA CONSUMER	DATA EXPLORER	DATA ANALYST	DATA SCIENTIST	DATA TOOLS	
	Dashboards	✓	✓	✓	✓	Snapshots
	Ad-hoc reports		✓	✓	✓	Data blending
	Visual Discovery			✓	✓	Data preparation
Data Mining				✓	SQL, Pig, Spark, Python, etc.	

ANY DATA

on-premise
cloud
structured
unstructured
at-rest
streaming
big
highly flexible



ANY MODE

production reporting
alerting
prediction
what-if-analysis
classic BI
company performance management (CPM)
business intelligence & analytics (BIA)
advanced analytics

velocity	↔	standardization	thin clients mobile cloud all in one software best of breed software
business unit	↔	enterprise	
scalability	↔	performance	
self service	↔	IT-governance	
data liberty	↔	data security	

← BALANCING →

ANY NEEDS

ANY SUPPORT