



**The New IT World and the
Future of Business
Intelligence**

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Jaspersoft



- Self-Service BI for All Users
 - Easy to use for **any user**
 - Fast response to **any question**
 - Accessible on **any device**
- Easily Scalable for BI Builders
 - **All users**, cost effectively
 - **All contexts**, embedded or standalone
 - **All infrastructure**, traditional or new
- Built for the New IT World

“Tectonic shifts are occurring in today’s enterprise IT environment, powered by mega-forces such as globalization and commoditization – and also driven by consumer technologies.”

- **Geoffrey Moore, 2010**



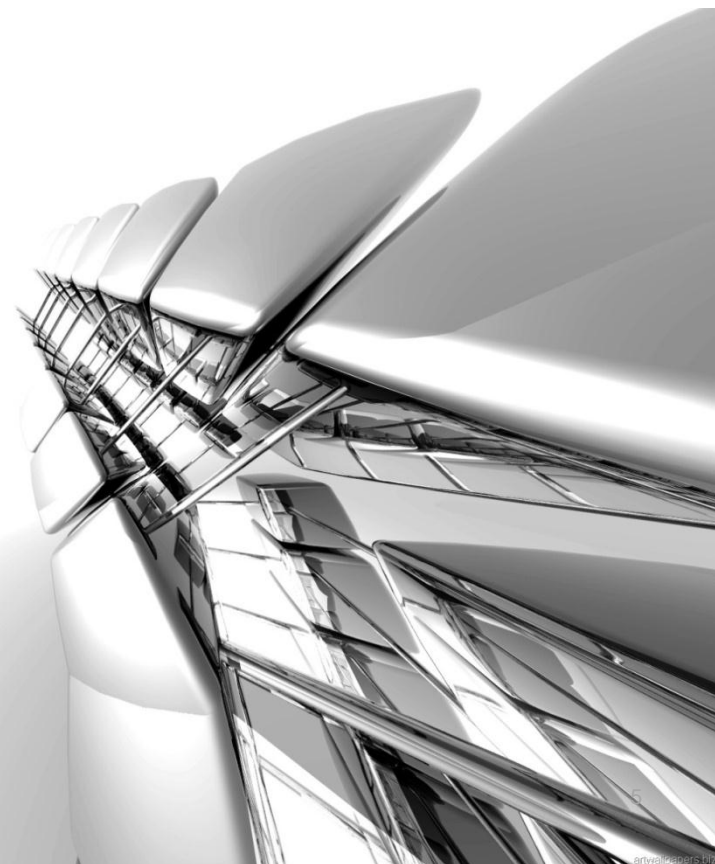
- New **user** requirements: **Consumerization**
 - Enterprise IT is being consumerized: users want consumer-like apps that are beautiful, interactive, accessible anywhere and contextual
- New **technology** requirements: **Cloud**
 - There is a new IT stack that is centered on the Cloud, managing Big Data
- New **business** requirements: **Cost**
 - Top considerations for any new project are cost and time-to-value

- Business Users Can't Self-Serve
 - Too complex to be used by everyone
 - Too slow to get questions answered quickly
 - Too difficult to use wherever needed
- BI Builders Can't Scale
 - Too expensive to deploy to everyone
 - Too inflexible to integrate in any context
 - Too old to scale in the Cloud or with Big Data
- Not Built for the New IT World
 - Don't address cost, cloud, consumerization needs



- Scales to **thousands of users**, cost effectively
- **Flexible, 100% web** architecture, integrates in any context
- Modern, **scales on New IT Stack** including Cloud, Big Data

“It’s all standards-based and we were able to apply the skills we had developed elsewhere. It was very easy for us to absorb the Jaspersoft technology into our system architecture”



- Unique direct, real-time access to Hadoop, NoSQL, MPP
- First BI solution built into world's leading Cloud platforms
- Only BI provider with native and browser mobile access



“Because we wanted to be able to grow and change as our needs evolved, we chose what we felt was the more ‘future-proof’ platform.”



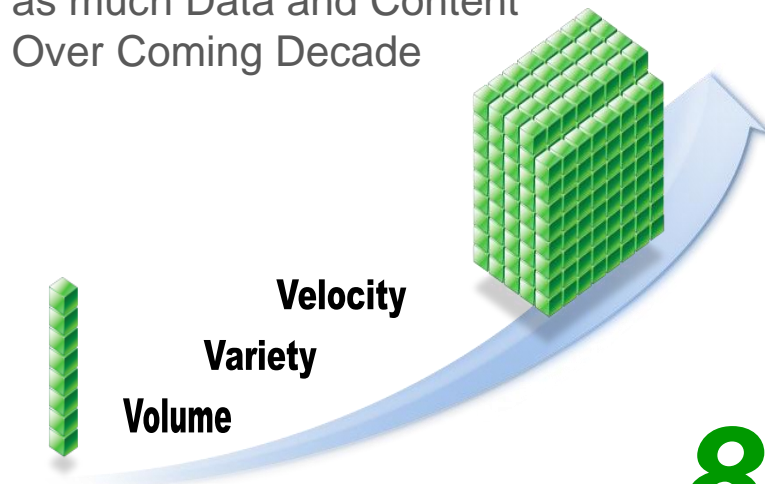
Information is at the Center of a New Wave of Opportunity...



44x

as much Data and Content
Over Coming Decade

2020
35 zettabytes



2009
800,000 petabytes

80%

Of world's data
is unstructured



1 in 3

Business leaders frequently
make decisions based on
information they don't trust, or
don't have

1 in 2

Business leaders say they don't
have access to the information
they need to do their jobs

83%

of CIOs cited "Business
intelligence and analytics"
as part of their visionary plans
to enhance competitiveness

60%

of CEOs need to do a better job
capturing and understanding
information rapidly in order to
make swift business decisions

The Challenge: Leverage Big Data to Find New Insights



Multi-channel customer sentiment and experience analysis



Detect life-threatening conditions at hospitals in time to intervene



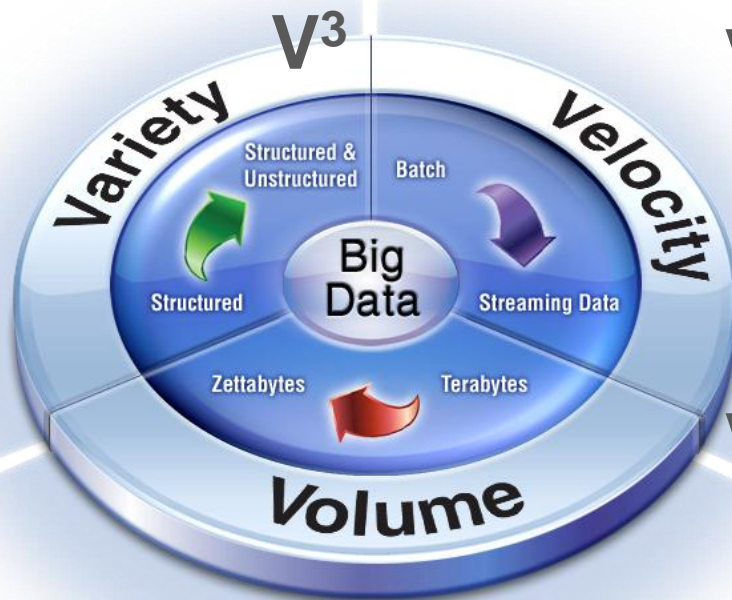
Predict weather patterns to plan optimal wind turbine usage, and optimize capital expenditure on asset placement



Make risk decisions based on real-time transactional data

The Big Data Opportunity

Extracting insight from an immense volume, variety and velocity of data, in context, beyond what was previously possible.



Variety: Manage the complexity of multiple relational and non-relational data types and schemas

Velocity: Streaming data and large volume data movement

Volume: Scale from terabytes to zettabytes

Merging the Traditional and Big Data Approaches

Traditional Approach

Structured & Repeatable Analysis

Business Users

Determine what question to ask



IT

Structures the data to answer that question



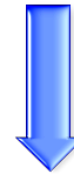
Monthly sales reports
Profitability analysis
Customer surveys

Big Data Approach

Iterative & Exploratory Analysis

IT

Delivers a platform to enable creative discovery



Business

Explores what questions could be asked



Brand sentiment
Product strategy
Maximum asset utilization

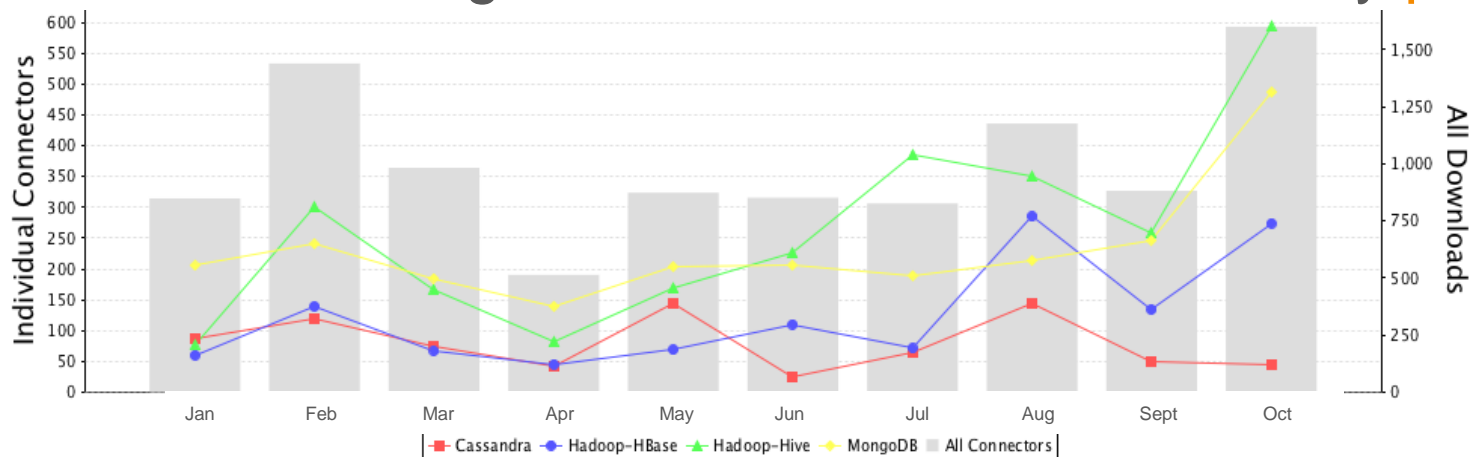
Big Data Users



- **Broadest, deepest** Big Data **partnerships**



- **Thousands** of Big Data customer and community **projects**



Unique Ability to Cover All Use Cases



Use Case	Latency	Connectivity	JASPERSOFT			OTHER BI PROVIDERS		
			Hadoop	NoSQL	ADBMS	Hadoop	NoSQL	ADBMS
Real-time Analysis	Low	Native, SQL	YES	YES	YES	NO	NO	YES
Batch Reporting	High	Native, SQL	YES	YES	YES	YES	NO	YES
Batch Analysis	High	ETL into mart	YES	YES	N/A	YES	YES	N/A

Pervasive BI will Become a Reality Only with Self-Service BI at SCALE

- Powered by **open source** in the **New IT World**



- Enabled by a new BI role, the **BI Builder**
 - Combining knowledge of **web apps** and **analytics**
- Leading to a new era of data-driven applications

*“We are at the beginning of an amazing world of **data-driven applications**. It’s up to us to shape the world.”*

- Tim O’Reilly, 2010

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Company Overview &
Product Information

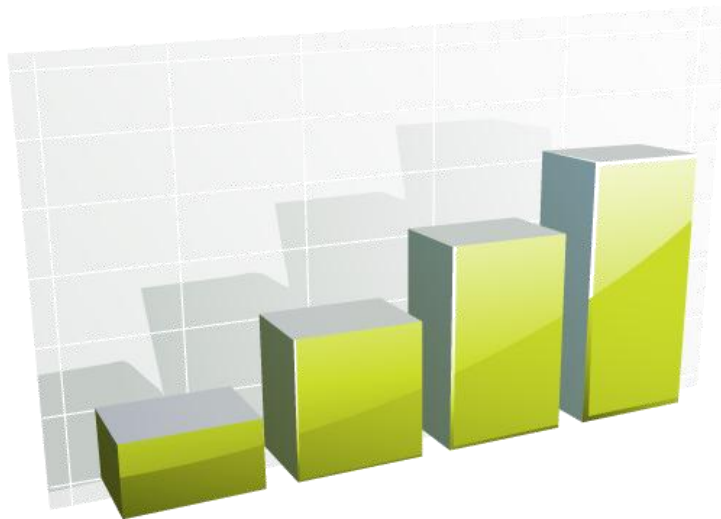
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Jaspersoft

A Proven BI Provider



Continued **50%+** year-over-year sales growth last 3 years

Recognized by leading industry analysts and journalists:



Dozens of global partners including:



Deployed by 1000's of Organizations



250,000 Community. 175,000 Production Deployments. 15,000 Customers.

Software & Technology



Public Sector



Healthcare/Pharmaceutical



Travel & Transportation



Financial Services



Telecommunications



Retail/CPG





Reporting



Dashboards



Analysis

Data
Integration



Commercial Editions

Jaspersoft Business Intelligence Enterprise

- ▶ OLAP Analysis
- ▶ Excel Viewer
- ▶ Enterprise Data integration
- ▶ Multi-Tenancy
- ▶ Audit Logging
- ▶ Ad Hoc Analysis UI

Jaspersoft Business Intelligence Professional

- ▶ Ad Hoc Report Designer
- ▶ Metadata Layer
- ▶ Dashboard Designer
- ▶ In-Memory Analysis
- ▶ Professional Data Integration

Jaspersoft Business Intelligence Express

- ▶ Report Repository
- ▶ Report Scheduling
- ▶ User Access and Security
- ▶ User Interface Framework
- ▶ Web Service APIs

JasperReports Professional

- ▶ Java Reporting Library
- ▶ Report Designer
- ▶ Professional Charts
- ▶ Custom Data Sources
- ▶ Big Data Support

Jaspersoft BI Suite Products



JasperReports Library

Reporting Engine



Jaspersoft iReport Designer

Visual Report
Design Environment



JasperReports Server

Ad Hoc Reports, Dashboards,
In-Memory Analysis Server



Jaspersoft OLAP

Powerful OLAP
Data Analysis



Jaspersoft ETL

High Performance
Data Integration

Jaspersoft BI High-Level Architecture



Advanced Reporting

Production Reporting

End-User Ad Hoc Query & Reporting

Dashboards

OLAP Analysis

In-Memory Data Exploration



iReport

Report Designer



JasperReports Server

BI Platform & Report Server



JasperReports Library
Java Reporting Engine



Jaspersoft OLAP
Relational OLAP

Operational RDBMS
or
POJO, EJB, XML,
Hibernate, MDX, Custom

Jaspersoft ETL

Data Integration

Data Mart/
Warehouse/
ODS

Thank You !

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 - www.jasperforge.org
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