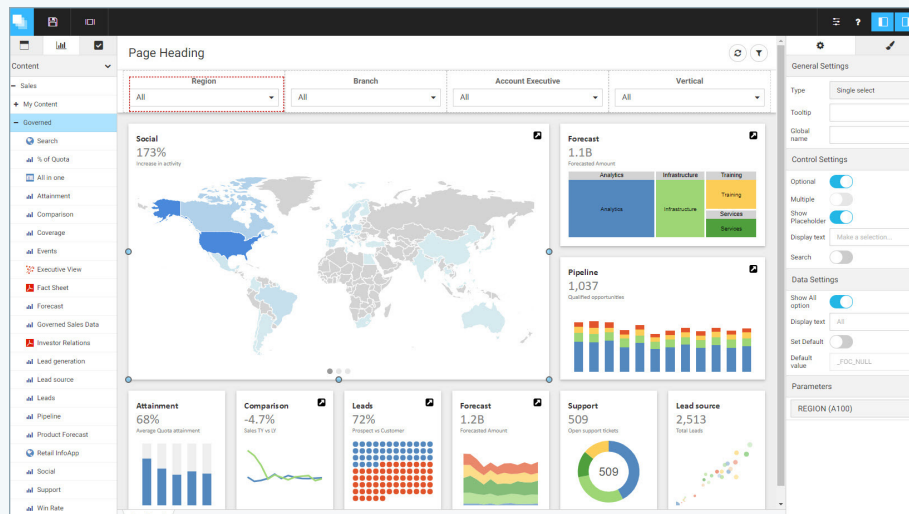


Ten Reasons to Love The New WebFOCUS

Highlights

1. Easy authoring with WebFOCUS Designer
2. Deployment power and versatility with the collaborative BI Portal
3. Data preparation, wrangling, and closed-loop features
4. Intelligent objects and collaborative analytics
5. WebFOCUS Total Access Cloud
6. Data science, machine learning, and prescriptive analytics
7. InfoGraphics
8. InfoSearch
9. InfoApps™
10. Scalability



WebFOCUS Designer provides a modern immersive experience with a single launch point for all analytical assets, which increases the speed and intuitiveness of asset authoring and assembly.

The New WebFOCUS business intelligence (BI) and analytics platform takes a huge leap forward in usability, innovation, and intuitive workflow for any kind of user. Exciting new features boost analytical power, improve flexibility, and promote collaboration and communication. Developers can work more productively, analysts and power users will understand data in new ways, and business users can easily interact with data using their device of choice – all while exploiting the Internet of Things (IoT) and big data more effectively.

1. Easy Authoring With WebFOCUS Designer

New interfaces and workflows provide a modern immersive experience with a single launch point for all analytical assets – the result of extensive research aimed at maximizing quality, usability, and value. Nowhere is this more evident than in WebFOCUS Designer, which increases the speed and intuitiveness of asset authoring and assembly with fully responsive templates, reports, charts, maps, and controls. BI specialists and non-technical users can create InfoApps™, dashboards, infographics, and other analytical content in just minutes, embed them into portals or third-party systems, or deploy them standalone.

2. Deployment Power and Versatility With the BI Portal

The WebFOCUS collaborative BI Portal empowers end users to consume, organize, personalize, and explore analytical content. It also allows BI developers and administrators to manage the deployment, access, and presentation of governed content to users.

Information Builders provides the industry's most scalable software solutions for data management and analytics. With one smart platform for integration, data quality, and analytics, we help companies manage their data, generate insights, take action, and deliver impact.



Organizations, such as Information Builders customer Wings Travel Management, can maximize the value of their data using WebFOCUS Portal.

With the BI Portal, organizations can easily operationalize analytics. It is essential for any degree of user, content, or deployment sophistication, as it controls:

- **BI and analytics administration.** Administrators can leverage templates for resources, groups, and roles with predefined security, as well as multi-tenancy and SaaS access management for deployments outside the firewall
- **Analytics content management.** Organizations can rapidly manage and present curated views of BI content
- **User empowerment.** Users can customize analytical dashboards and pages with their own content or analytics created by peers or BI specialists

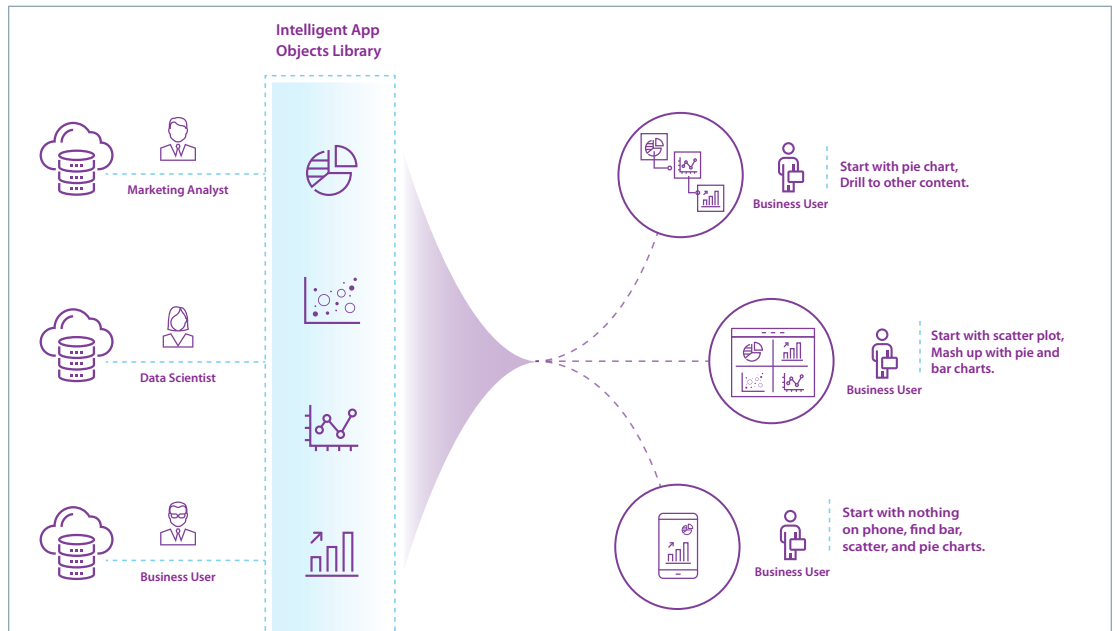
3. Data Preparation, Wrangling, and Closed-Loop Features

A new Upload Wizard allows business users to easily define new data for reuse by other users. Data wrangling is also more interactive, with the ability to manipulate or transform data – for example, by reformatting or pivoting it, or performing calculations – while users are looking at it. Business View Plus is a robust metadata view that includes business terminology, relationships, drill-downs, hierarchies, and calculations for presentation to business users. Developers rapidly create data update applications, so changes can be made directly to information in back-end sources from any device.

4. Intelligent Objects and Collaborative Analytics

New capabilities facilitate smarter content creation and sharing. AutoLink networks all related enterprise content, to prevent duplication and eliminate complex hyperlink

definitions and management. It also secures all content, while enabling automatic navigation. AutoDrill automatically incorporates drill-downs into reports and charts with hierarchical data (i.e., products with sub-categories).



Collaborative users can easily share content. More importantly, the tool itself can detect a relationship with other content.

5. WebFOCUS Total Access Cloud

Enterprise BI and analytics is now available in the cloud, sourced by Information Builders and hosted by Amazon Web Services (AWS). WebFOCUS Total Access Cloud delivers an all-in BI and analytics platform, with end-to-end cloud managed hosting services and cloud support services on AWS. A subscription includes cloud-managed hosting services such as on-boarding, provisioning, monitoring and event management, patches, continuity, security and access, incidents, flexible provisioning and deployment, and multi-tenant protection. Also, as a certified AWS Consulting Partner, Information Builders offers access and support of AWS sources and capabilities. Total Access Cloud offers a lower upfront investment, simpler and faster analytics deployments, and greater flexibility and scalability to handle growth and unanticipated demand – powered by AWS and sourced from a single vendor.

6. Data Science, Machine Learning, and Prescriptive Analytics

The new WebFOCUS deploys sophisticated data science capabilities to more people, helping your organization leverage the value your data scientists bring across a much larger user population than ever before.

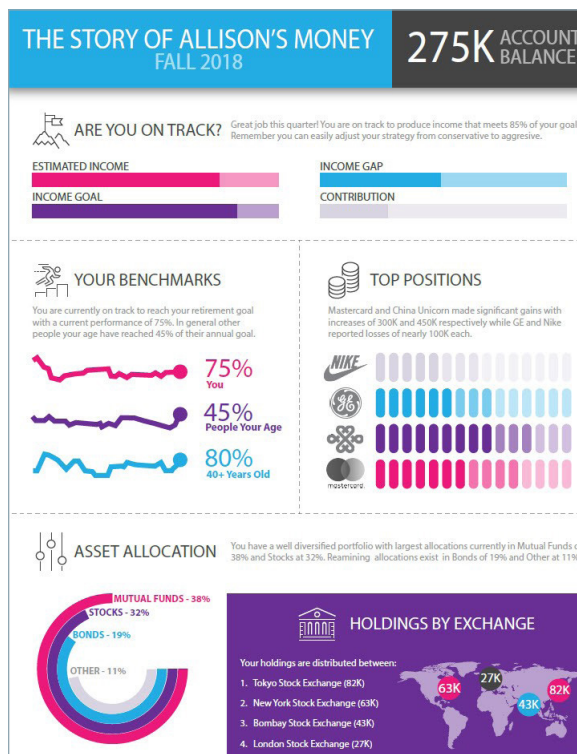
High-performance, high-adoption InfoApps™ and dashboards can incorporate compiled versions of statistical models using WebFOCUS RStat, which doesn't require a runtime R server. In addition, WebFOCUS can deploy the custom code written by statisticians and AI experts in R with libraries from CRAN, or in Python with Scikit-Learn, Numpy, Matplotlib, Seaborn, Jupyter, and other packages, in any WebFOCUS application. Full integration with R and Python network systems, models, and statistical functions allow them to contribute directly to BI and analytics content. Additionally, every analyst can blend advanced analytics into everyday analytics: clustering, classification, and machine learning (prediction, recommendation, and affinity analysis). Results can be shared with business users, with full control over who can view and act on insights.

Finally, analytics users can engage in prescriptive analysis (also known as sensitivity analysis or what-if analysis), a brainstorming technique used to determine how projected performance is affected by changes in the assumptions that those projections are based upon. It is often used to compare different scenarios and their potential outcomes based on evolving conditions, for breakeven analysis, operating analysis, competitive analysis, budgeting and forecasting, and more.

7. InfoGraphics

Infographics engage decision-makers in a visually attractive, compelling, and easily understood form. They also provide an alternative to long and wordy reports, and offer an additional way to expand the reach of BI and analytics. With InfoGraphics, organizations

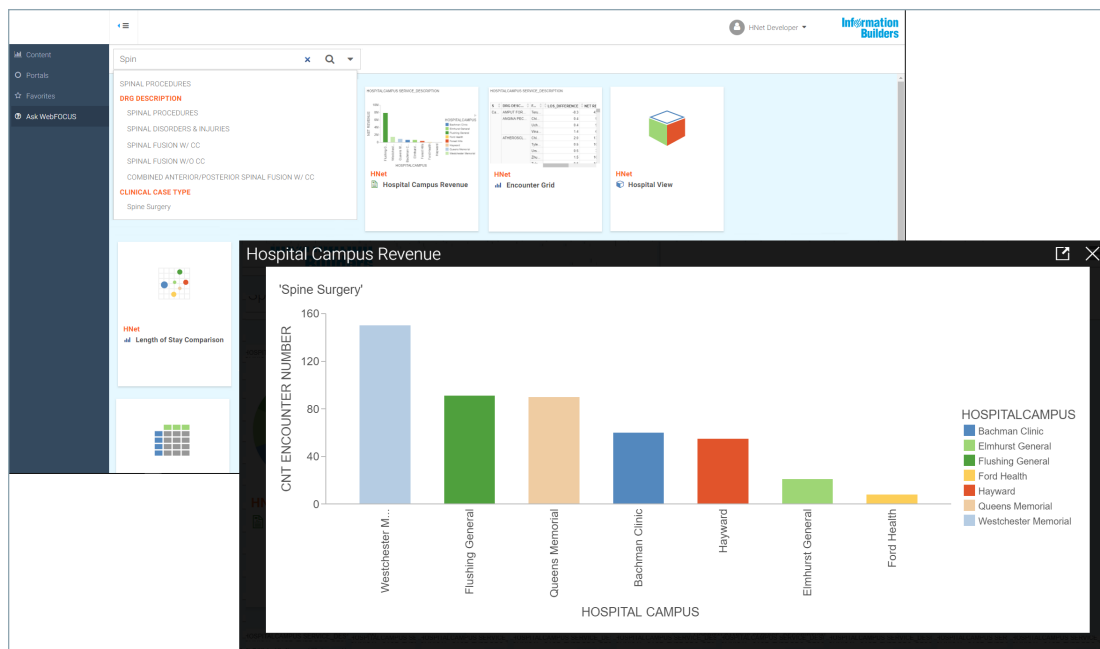
can easily create and deliver short and concise images that intuitively deliver a story, make conclusions obvious, and enable instant comprehension. Infographic content can be dynamically generated from any WebFOCUS data source.



8. InfoSearch

WebFOCUS InfoSearch extends existing BI and analytics environments with the ability to locate existing reports, charts, dashboards, and visualizations indexed in a BI archive through simple, intuitive, Google™-style searches. It accelerates the discovery of critical insights by making use of natural language and a type-ahead search index to enable any asset to be easily located by data elements, metadata objects, or content titles. This allows organizations to promote user-friendly search, sharing, and reuse of BI and analytics content.

WebFOCUS InfoGraphics gives organizations the ability to easily create and deliver visually insightful communications to employees, partners, prospects, and customers.



Selecting an item from the type-ahead search index will produce a listing of all content relevant to the object of your search.

9. InfoApps™

InfoApps are purpose-built, business-driven analytical apps that provide any decision-maker with fast, easy access to actionable information – without having to understand the complexity of the underlying data or tool. InfoApps take a unique approach to self-service analytics, delivering immediately usable content to the broadest range of users. Any field, object, filter, dimension, measure, calculation, and function can be presented and dynamically changed. This allows the creation of very simple to highly sophisticated apps, with as little or as much interactivity as is needed to achieve the objective at hand.

10. Scalability

With WebFOCUS customers can dramatically increase their system's capability at a much lower hardware and software cost compared to other BI platforms. For example, First Rate processes one terabyte of data each evening, as well as more than 2.5 million portfolios per hour throughout the night. The organization has set a performance threshold of 40,000 returns per second. When processing speed moves beyond that threshold, WebFOCUS makes it easy to scale, adding capacity easily and economically.

Learn More

See what happens when
usability meets scalability.
Visit our website at
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