

Beyond Business Intelligence

Diver | BI

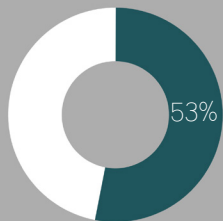
Teamwork

Our Vision for Information Delivery

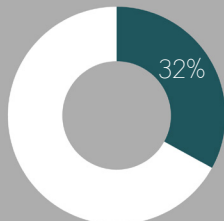
According to Gartner, organizations spend \$8.5 billion per year on business intelligence (BI) platforms and another \$2 billion per year on analytic applications and performance management.¹ We can all agree that traditional business intelligence is well suited for strategic planning, analysis of trends, and 'after-action' diagnostics. While the benefits of business intelligence are numerous, organizations are increasingly demanding more from their operational data, demands that surpass the capabilities traditional BI can provide.

A primary challenge with many traditional BI implementations is that they are generally not embedded in our workflows and as a result, users must be in an information-seeking and analysis mode for BI to be impactful. The evidence is clear: organizations that adopt a multifaceted approach to BI achieve far better financial outcomes. Underscoring this point, recent research finds that:²

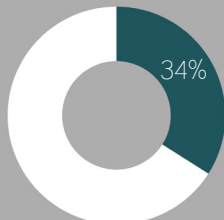
Managers at Leading Organizations say they:



Used BI tools at least once a week

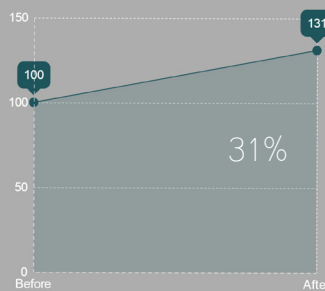


Interacted with dashboards extensively

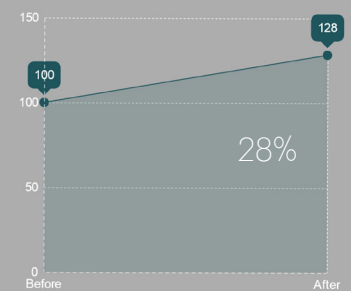


Recognized that "many decisions are based on poor data"

Top performing organizations that used operational data to support day-to-day decisions say they achieved a:



Increase in organic revenue



Increase in operating profit

The next generation of Dimensional Insight products focuses on delivering necessary, real-time information within the workflow and at the point of highest impact — that is, when the knowledge worker can react and immediately alter course based on derived insight. Our approach isn't a replacement for traditional business intelligence, but represents the next phase in the evolution of information management. As such, the guiding principle of our roadmap decisions is to get the right information to the right person at right time on the right device (Figure 1).

ANY CONTENT. ANY FORM FACTOR.



APPS



DOCS



EMAIL



NOTES



NUMBERS



PICTURES



PRESOS



REPORTS



VIDEO



AVAILABLE ANYWHERE. ANYTIME.



OFFICE



ON-THE-GO



HOME



PC



iOS

Figure 1: Our Vision for Information Delivery

Roadmap Overview

As a provider of a full suite of BI tools, our previous releases focused on the needs of both the knowledge worker and the BI developer by providing a mix of UI enhancements and improved developer tools. The guiding principle of our current release is 'unification'. Over the years, we have developed capabilities to satisfy a myriad of user personas – the casual dashboard user, the hardcore analyst, and BI developers. With various products and interfaces, these capabilities intersected and, in some cases, overlapped. We have also developed tangential

capabilities that address the needs of a new type of user – the information manager. Information managers require more than quantitative information in their day-to-day roles. Designed for 'multiscreen' use (i.e., monitor, laptop, and tablet) our DiveTab client provides access to traditional BI dashboards alongside document management and presentation capabilities. Diver | BI provides a solid platform to address the needs of all user constituencies in your organization (Figure 2) in a single unified platform.

Three interface options. Endless insight.




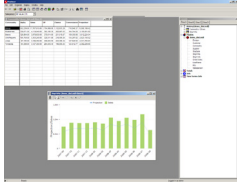
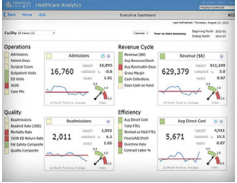
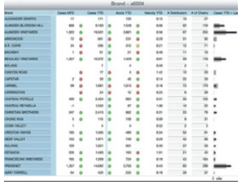
	 Information Analyst	 Information Consumer	 Information Manager
Who they are:	Works in the business or decision support role. Analytics is their primary function and they are a primary creator of analysis.	Primarily interacts with dashboards or web-based report views. This user is interested in KPI metrics to do their job.	Analytics is not their primary job function. The Information Manager needs many different types of information to perform tasks and collaborate with peers or external stakeholders.
What they care about:	This user has a deep understanding of technology and tools as well as business implications such as data governance, business rules, and integration.	Will use data to problem-solve, defend team and vie for resources – but analytics/BI is not their primary job function.	Needs to conduct “on-the-fly” analysis in workflow (e.g. pricing “what-if” analysis or checking inventory levels), but wants in-application access to non-numerical information such as PDFs, presentations, and video.
What they want	Long-time user of BI tools and an analytics/data-science evangelist. Prefers an analytics interaction or SQL over a dashboard view any day.	Wants answers fast. Does not care about data integration or other IT hassles that may delay their access to information.	Generally, this user persona is not “chained to the desk”, but more likely is part of a highly distributed field workforce.
Their solution:	ProDiver 	DivePort 	DiveTab 
	Powerful ad hoc analytics	Web-based for dashboards and guided analytics	Structured interaction with data, rapid access
	Best suited for power users and data savvy analysts	Best suited for business users	Best suited for mobile and/or field users
		BI views need to be accessed across devices	Supports structured (data, reports) and unstructured (videos, documents) content
			Disconnected access

Figure 2 Multiple interfaces to support users across multiple devices

Be Big Data Ready with WorkBench | Spectre

Recent Aberdeen Group research finds that organizations are experiencing a 56% year-over-year increase in data volumes, and large organizations are sourcing data from an average of 36 unique sources – data proliferation is a huge challenge for both developers and business users. Our answer to this challenge is WorkBench | Spectre, our next-generation data engine built for speed and large data volumes. Our Spectre database technology provides scalability for users of all types. With Spectre, users can produce reports based on very large complex multi-dimensional analysis in less time, and with less persistent memory than with a traditional data modeling approach.

In addition, a key feature of Diver | BI is a consolidated development platform we call WorkBench. WorkBench allows BI developers to perform all aspects of their job role from a consistent, unified interface and provides access to all of the tools required to develop BI content. Specific functionality and capabilities are outlined below in Figure 3.

File Editing	Projects	Admin
Data Integration (ETL)	Manage Workflow	Create / Edit Users and Groups
Job Scheduling & Monitoring	Security – Access Rules	User & Group Properties
Data Blending	Developer Collaboration	User & Group Project Access
Mobile App Development		
Text Editors		

Figure 3: WorkBench Capabilities

Disclaimer

The proceeding is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Dimensional Insight products remains at the sole discretion of Dimensional Insight.

¹ Gartner Group, "Gartner Says Worldwide Business Intelligence and Analytics Software Market Grew 8 Percent in 2013," April 29, 2014, <http://www.gartner.com/newsroom/id/2723717>.

² Making the Most of Your Dashboard Investments, Peter Krensky, Aberdeen Group, October 2013

³ Achieving Best-in-Class Performance with Operational Intelligence, Peter Krensky, Aberdeen Group, January 2015

⁴ Achieving Best-in-Class Performance with Operational Intelligence, Peter Krensky, Aberdeen Group, January 2015

About Dimensional Insight

Dimensional Insight is the leading provider of integrated business intelligence and performance management solutions. Our mission is to make organizational data accessible and usable so everyone from analysts to line of business users can get the information they need to make informed, data-driven decisions.



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