

# An Analytics Platform for Everyone: Flexibility, Scalability, Usability

ALLIANCE



Comprehensive analytics and reporting capabilities of WebFOCUS from Information Builders, running on the robust and scalable Teradata® Database redefines self-service analytics by helping organizations use BI more strategically across the enterprise.

The value of BI is best measured by how widely it can impact decision making across the enterprise and beyond. WebFOCUS on Teradata Database answers this need, delivering rich, consumable, interactive information to the widest range of employees, managers, analysts, partners, and customers. All of this can be done in real-time, while importing data from a spectrum of disparate sources—structured and unstructured data, and presenting results in award-winning user-friendly dashboards and other rich formats.

## The Challenge of Pulling Insights from Data

Business intelligence has long been mission critical, yet many organizations, bursting with data, are frustrated by the challenges of integrating disparate data sources to harness the information generated by every customer, supplier, operational process, or employee interaction. Where is this data stored and in what format? How can it be transformed into decision-making BI that exploits in-database predictive modeling and provides real-time analytics? Finally, how can these benefits be pushed throughout the organization with self-service dashboards that allow all to benefit from the wealth of your data? WebFOCUS and Teradata provide the industry-leading solution that answers these questions and more.

## Providing a Complete and Inviting BI and Analytics Platform

WebFOCUS and Teradata create the optimum BI and Analytics platform. Organizations value the speed, simplicity, affordability, and comprehensive completeness of this joint solution. Everything needed to get up and running is included: data integration tools, hardware, Teradata Database, Teradata utilities/connectivity

## Information Builders and Teradata

### The Need

BI and analytics are needed more than ever to help organizations succeed and thrive in ever more competitive landscapes. This means extending access to BI and analytics throughout the enterprise.

### The Solution

WebFOCUS by Information Builders, running on Teradata® Database, provides the industry-leading BI and analytics platform. WebFOCUS dashboards, scorecards, and other features provide self-service, real-time solutions to maximize the benefits of BI and analytics across the organization.

### The Benefits

- Comprehensive solution serves as a complete BI and analytics platform.
- Real-time analytics.
- Ease of use and award-winning UI answer the need for self-serve BI and analytics.
- Scalability to handle petabytes of data and thousands of concurrent users.

software, storage, and business intelligence, all from two of the industry's most innovative pioneers.

The WebFOCUS query and reporting engine gives users access to wealth of databases and file systems through a Web browser. WebFOCUS delivers interactive information to a wide range of users and customers through solutions including dashboards, ad-hoc reporting, and portable analytics.

The completeness of this platform extends to support for in-database real-time analytics. This means, for example, that a company processing invoices could use WebFOCUS predictive analytics to detect potential fraud at the same time the data was being imported to the database.

**TERADATA.**

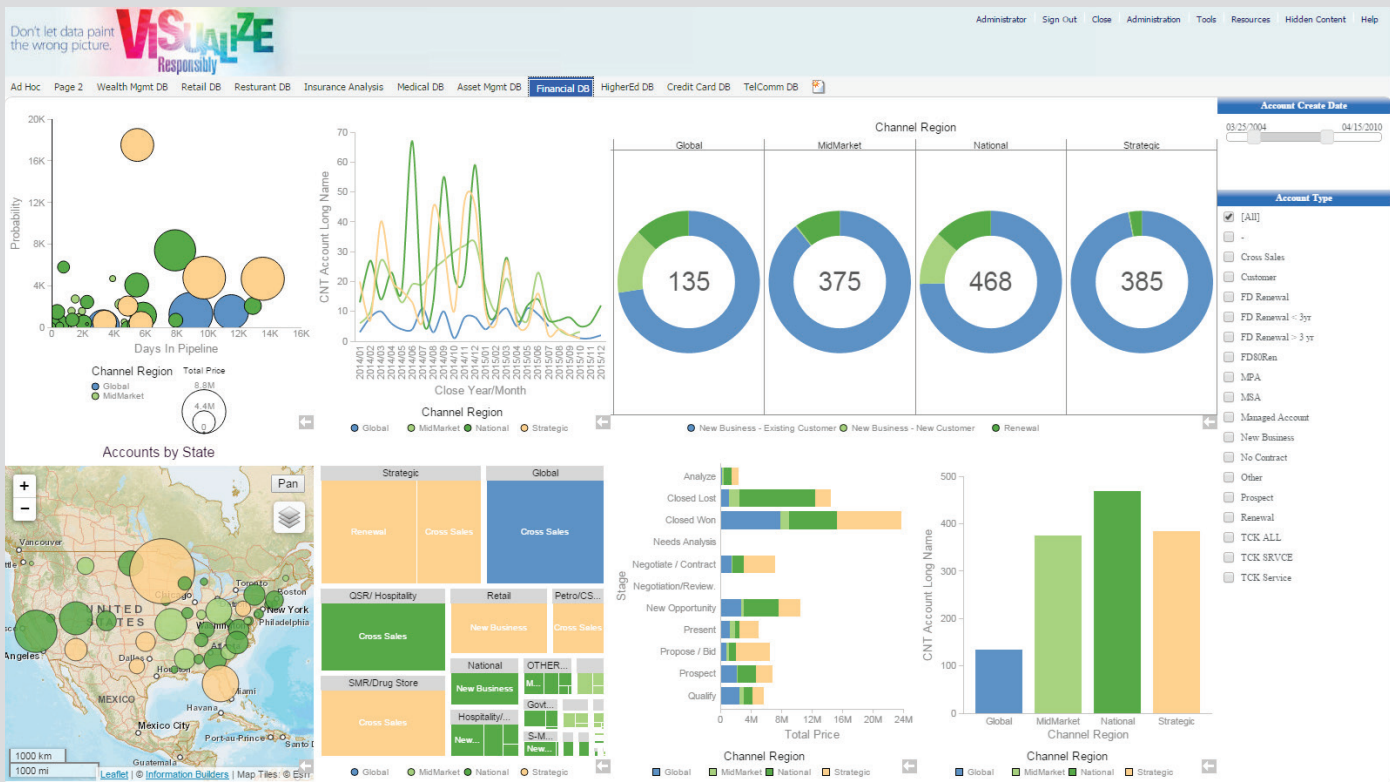


Figure 1. WebFOCUS, with a Teradata data store, makes more data available to more people on more devices than ever before.

To maximize the value of BI and analytics, WebFOCUS delivers information and insights across a range of options, including:

- **Dashboards and Scorecards** give executives and managers a high-level view of critical indicators and metrics.
- **Self-Service Tools** allow users to easily create and share InfoApps for guided ad-hoc exploration of data.
- **Mobile BI** allows people to interact with right-time data on any device, whether connected to the Internet or not.
- **InfoApps** enable users to analyze and manipulate information, with no training required.
- **Deep Integration** with desktop products such as Microsoft Excel and Adobe PDF enables users to work with data in their preferred formats.
- **Dynamic Report Distribution**, with real-time alerts, fully automates the scheduling and delivery of vital information.

## Building on Strength

Teradata provides the ideal foundation for WebFOCUS because of its industry-leading technology for data integration and management. Teradata Database features include:

- **Data Store Flexibility.** Teradata Database provides an ideal foundation for WebFOCUS because of the flexibility Teradata enables in working across data forms and structures, making it ideal for incorporating transactions, performing analytics, and instantly adapting to changing needs. Data flexibility supports rapid time to market, especially in cases where new data solutions are required.
- **Data Scalability.** The Massively Parallel Processing (MPP) hardware on which Teradata Database runs is designed around the shared nothing architecture. This architecture provides an unmatched foundation for scalability and performance that has been proven across all industries. Teradata readily supports performance and scalability across multiple workload and data volume dimensions.

- **Concurrent User Scalability.** The combination of WebFOCUS and Teradata Database can support performance of large and complex workloads against massive amounts of data by hundreds of thousands of concurrent users.
- **Teradata Parallel Transporter.** WebFOCUS deployments can take advantage of the Teradata Parallel Transporter (PT), a parallel load environment, which provides access to diverse data sources from a single interface. Multiple files can be loaded using a single script. Parallel Transporter enables high volumes of data load throughput from many data sources into the Teradata platform.
- **Data Security.** Teradata systems are regularly deployed, operated, and accredited in compliance with rigorous information and data security standards including the PCI Data Security Standard, U.S. DoD DIACAP and DISA Security Technical Implementation Guides, HIPAA security and privacy rules, FDA 21 CFR Part 11, Common Criteria, and others.

### Fully-Integrated Solution

This fully-integrated offering, combines a Teradata Data Warehouse Appliance with Information Builders' software to both load and query data, speeding up data's time to value and return on investment.

The solution also includes access to Information Builders' extensive library of database adapters, including iWay Software database adapters that access more than 300 data sources. The offering of both ETL and BI in one fully-integrated package allows users to share the same metadata across usage phases, accelerating time to value.

“WebFOCUS offers guided self-service analysis capabilities for business users, as well as sophisticated analytical capabilities for professional developers. ... With WebFOCUS in place, Ace Hardware's entire supply chain moves more smoothly, driven by reliable information.”

– Tim Brynda, Software Engineering Analyst, Ace Hardware

### Providing the BI and Analytics Platform to Help You Succeed

Combining WebFOCUS with Teradata Solutions produces a powerful platform that helps you succeed through harnessing and distributing the power of BI. Companies can accelerate the delivery of comprehensive and intuitive BI solutions internally and externally, and build rich, secure information systems and applications that can be deployed on premises, in the cloud, on mobile devices, or as software-as-a-service (SaaS) applications. WebFOCUS and Teradata give you a wealth of benefits, including:

- **Flexibility.** Combine core BI and analytics seamlessly to satisfy every information need across the enterprise.
- **Self-Service.** WebFOCUS provides award-winning UI design that makes it easy for users throughout the enterprise to create their own custom dashboards and scorecards, as well as to launch their own ad hoc queries.
- **Deeper Data Exploration.** Our BI and analytics platform enables you to perform deeper data exploration, so analysts and other users can uncover critical patterns, trends, anomalies, outliers, and other value-add discoveries.
- **In-Database Predictive Modeling.** In-database predictive modeling allows you to model differently for different segments of your relevant universe, while immediately viewing the impact through our rich BI and analytics.
- **Operationalize Insights.** You can operationalize insights by embedding analytics into existing processes, workflows, and applications for greater impact.
- **Mobile App Development.** You can push BI capabilities out to mobile users through use of our true “build once, deploy anywhere” mobile BI design features for cross-platform initiatives.
- **Faster Time to Market.** Dramatically accelerate time-to-market by reducing the complexity associated with building enterprise-scale BI applications.
- **Lower Maintenance and Admin.** Reduce maintenance and administration of development and runtime environments through shared metadata, centralized administration, and security management.

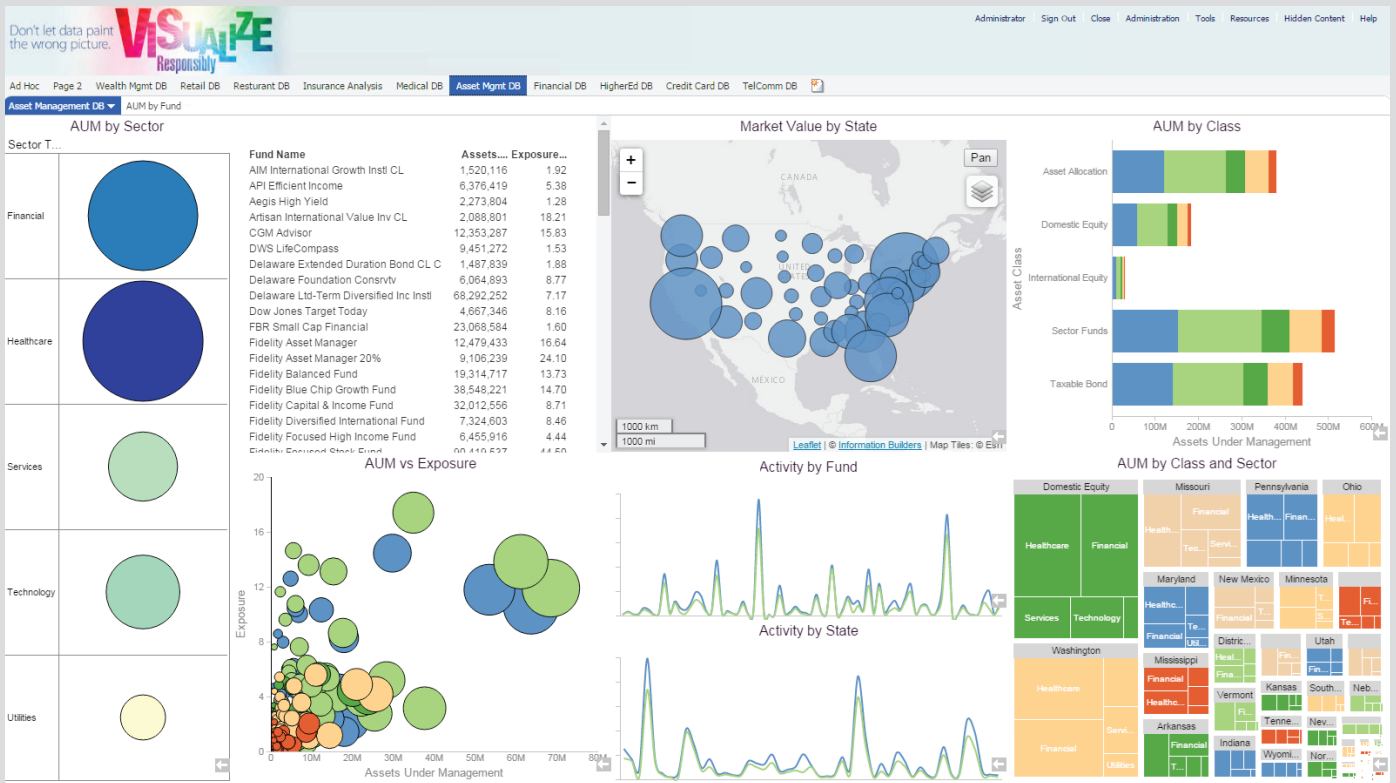


Figure 2. WebFOCUS InfoDiscovery is a web-based self-service data discovery tool.

- **Governance, Versioning and Auditing.** Governance, version control, and auditing ability provide a single console for real-time user and system management.
- **Comprehensive Integration.** Our comprehensive integration capabilities ensure rapid access to timely, accurate data across all systems, processes, and stakeholders.
- **Data Discovery for Deeper Insights.** WebFOCUS InfoDiscovery is a web-based self-service data discovery tool that empowers users to gain deeper insight from all kinds of data and easily share the impact of their findings to guide actions and decisions.
- **Industry Leader.** Forward-thinking organizations worldwide leverage Teradata and Information Builders. Industry leaders including Ace Hardware, Air Canada, Brinker, and Ford Motor Company enjoy the analytical power of WebFOCUS and Teradata Solutions.

## About Information Builders

Information Builders helps organizations transform data into business value. Our business intelligence, integration, and data integrity solutions enable smarter decision making, strengthen customer relationships, improve performance, and drive growth. For more information, please call (800) 969-4636, or visit our Web site at [Informationbuilders.com](http://Informationbuilders.com).

## About Teradata

Teradata helps companies get more value from data than any other company. Teradata's leading portfolio of big data analytic solutions, integrated marketing applications, and services can help organizations gain a sustainable competitive advantage with data. For more information, call (866) 548-8348, or visit our Web site at [Teradata.com](http://Teradata.com).

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