

## Gartner: Critical Capabilities for Business Intelligence and Analytics Platforms

### The Critical Capabilities report is a product evaluation of the vendors that appear in Gartner’s Magic Quadrant for Business Intelligence and Analytics Platforms.

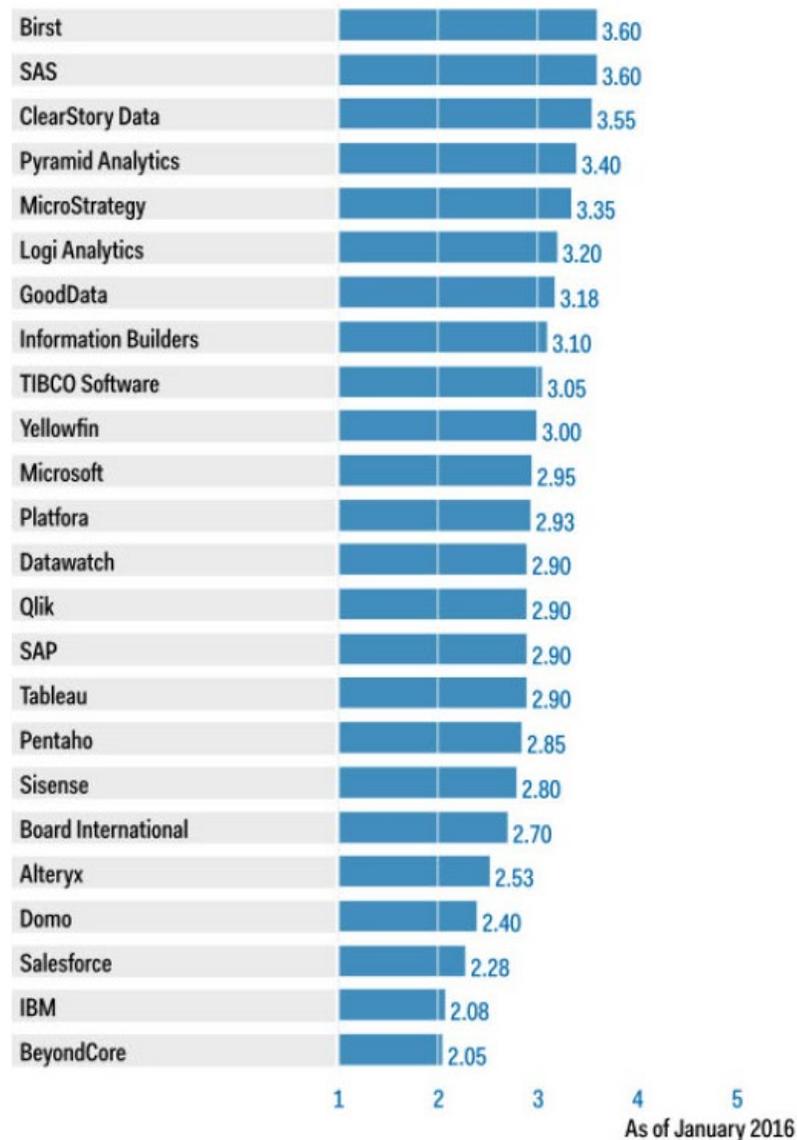
While the Magic Quadrant analyzes additional factors such as market presence, marketing strategy, and sales execution, the Critical Capabilities study is focused exclusively on product and is **the definitive guide to understanding which vendors offer the best solution for your specific use case.**

**In the 2016 Critical Capabilities, Birst received the highest scores for Governed Data Discovery and Extranet Deployments, and was the only BI provider ranked in the top 2 across all use cases evaluated by Gartner.**

“Through 2017, less than 40% of self-service business intelligence initiatives will be governed sufficiently to prevent inconsistencies that adversely affect the business”

“Birst received high ratings across the majority of underlying components of the governance and metadata management critical capability.”

#### Product Or Service Scores For Governed Data Discovery



Source: Gartner (March 2016)

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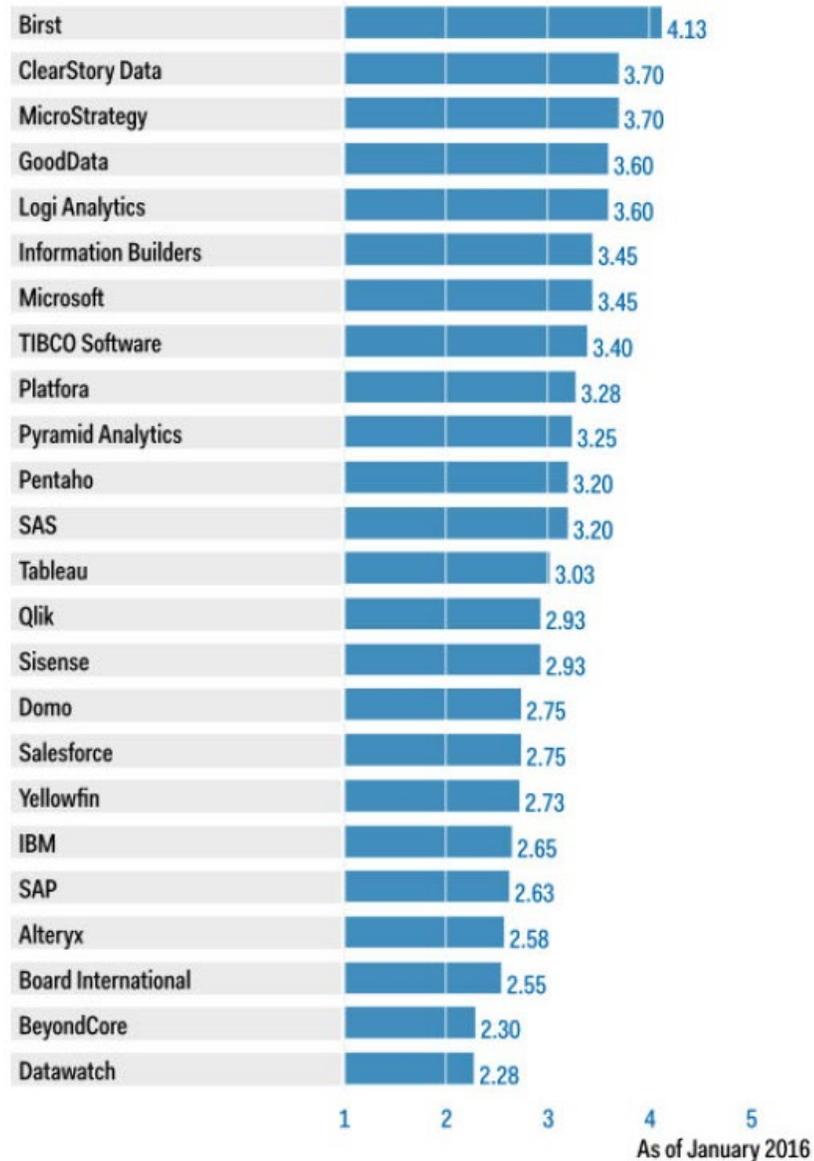
“Birst’s highest scores were for the embedded BI and extranet deployments use cases. This was largely driven by its broad range of SDKs and APIs used to embed content, and the capabilities of its multitenant cloud architecture.”

“Birst also received high overall product scores in both the centralized BI provisioning and governed data discovery, reflecting its ability to handle a broad range of use cases.”

## Networked BI delivers decentralized self-service with centralized governance.

“Networked BI enables organizations to balance governance and agility within a single platform, which should increase its already high overall utilization in governed data discovery use cases moving forward as it gains awareness and adoption in Birst’s customer base.”

### Product Or Service Scores For Extranet Deployment



Source: Gartner (March 2016)

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Birst received among the highest or second highest scores in 11 of 15 of Gartner’s critical capabilities, including:

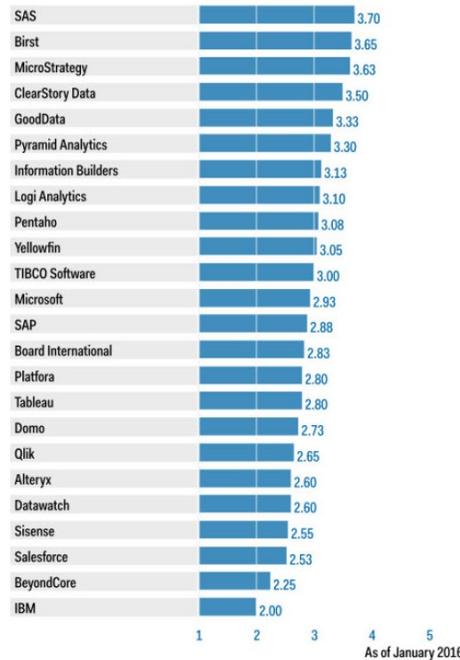
- Cloud BI
- Mobile Exploration and Authoring
- Analytic Dashboards
- Self-Service Data Preparation
- Data Source Connectivity
- Embed Analytic Content
- Publish Analytic Content
- Self-Contained ETL and Data Storage
- BI Platform Administration
- Governance and Metadata Management
- Security and User Administration

## What does Gartner say about Birst?

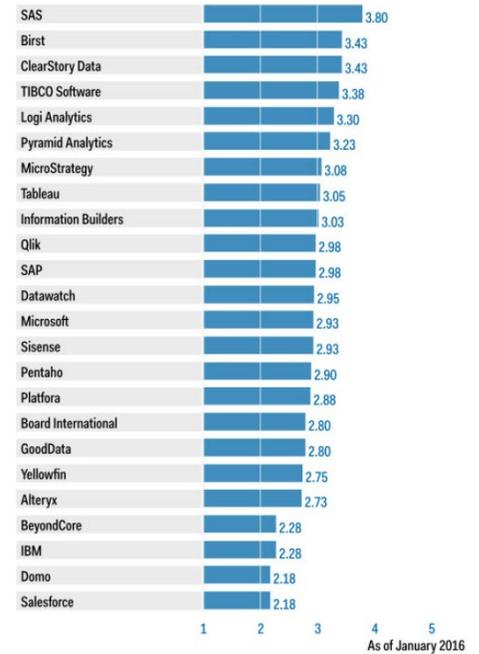
Birst delivers a comprehensive set of data management and analytic capabilities through its two-tier platform architecture designed to support a diverse range of use cases. Birst’s content authoring and consumption is completely Web-based, but customers have options when it comes to deploying the platform as Birst supports public and private cloud as well as on-premises installations with its virtual appliance.

As expected with a SaaS provider, Birst releases new functionality into its platform at a rapid cadence throughout the year, and completed 10 release cycles in 2015, including two major releases. Its largest release in that time frame was its “Networked BI” architecture.

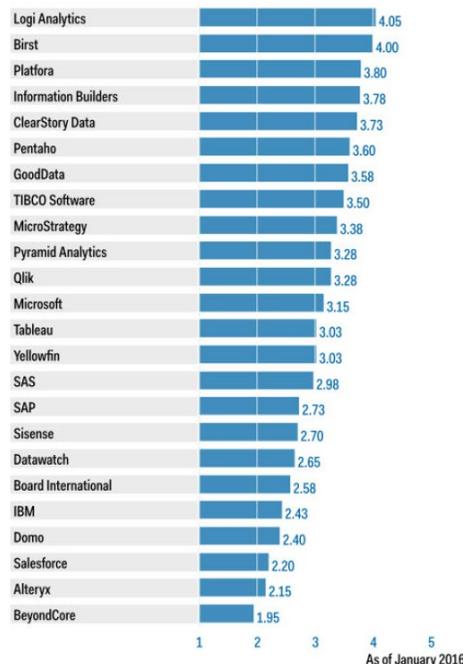
Product Or Service Scores For Centralized BI Provisioning



Product Or Service Scores For Decentralized Analytics



Product Or Service Scores For OEM/Embedded BI



Source: Gartner (March 2016)

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“The business intelligence (BI) and analytics market has passed a tipping point as it shifts away from IT-centric, reporting-based platforms and toward modern BI and analytics platforms that enable smarter analytics and greater agility.”

“Niche Players and Visionaries from our companion Magic Quadrant may offer higher scores for your company’s specific product capabilities and use cases than the Leaders.”

## Birst Strengths:

- **Birst scored in the top quartile for all five use cases assessed.**  
Birst's highest scores were for the embedded BI and extranet deployments use cases. This was largely driven by its broad range of SDKs and APIs used to embed content, and the capabilities of its multitenant cloud architecture. Birst also received high overall product scores in both the centralized BI provisioning and governed data discovery, reflecting its ability to handle a broad range of use cases.
- **Birst received high ratings across the majority of underlying components of the governance and metadata management critical capability** — including data lineage and impact analysis, data modeling, metadata layer capabilities, promotability, and reuse — which resulted in a top quartile rating for the category and a Good to Excellent rating.
- Birst's two-tier architecture (composed of an enterprise data tier and a user data tier) enables customers to centrally define and manage a semantic layer for governance, but also supports decentralized use in a controlled environment. **The addition of networked BI instances builds on this core strength by enabling connectivity across independent user objects and between the centrally defined semantic layer** enabling organic growth and expansion of the metadata layer with agility.
- As a natively architected, multitenant cloud platform, Birst offers **strong support for every aspect of the cloud BI** critical capability. A particular strength is its ability to federate queries and support hybrid data connections between cloud and on-premises data sources in a way that is transparent to the end user.
- Birst also offers prepackaged applications called Solution Accelerators that bundle prebuilt connectors to cloud data sources such as Salesforce, Marketo, NetSuite and Google Analytics with prebuilt metadata, transformations, and prebuilt reports and dashboards in an **out-of-the-box solution that customers are able to customize** to meet their specific needs.
- Birst's platform includes robust capabilities in the area of data management, specifically self-contained ETL and data source connectivity, and was **ranked in the top quartile for each**. Birst customers have access to a diverse range of data source options, including OLAP sources, personal and Web data, relational database, cloud applications, Hadoop, and NoSQL sources. Birst's ETL capabilities are delivered through its automated data refinement (ADR), which ingests data from the established source connection(s), automatically infers relationships, and loads merged data into a central data store.



Download your complimentary copy of the report at:  
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