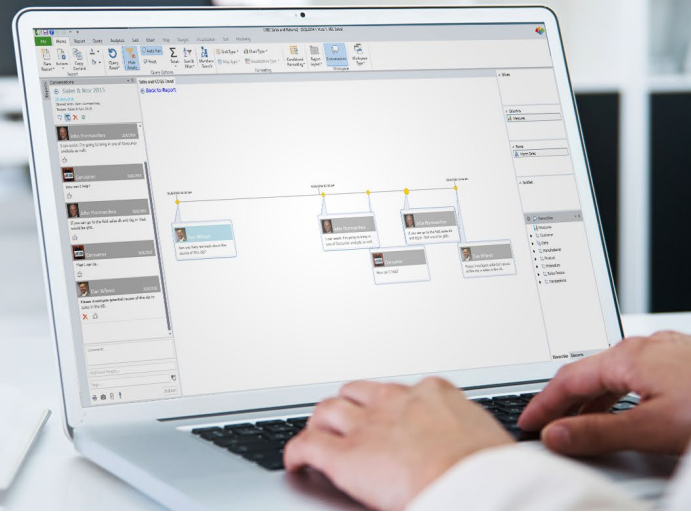


## TAPPING INTO THE POWER OF THE MANY

Collaborative Decision Making



**The goal of business intelligence is the advancement of the organization, not increased personal productivity.** Unshared analysis, insights, and assets cannot deliver their true value. And those shared via unsecured means can cause more problems for your organization than they could ever solve.

As an analytics platform, combining self-service analytics with centralized governance, BI Office brings optimized collaboration to the enterprise. This collaboration, across datasets and reports, is more than sharing content, context, and one source of truth. It includes reusing business logic (custom calculations and sets) to drive consistency throughout the organization.

Across all functional areas and analytic workflows, BI Office enables individuals to make data-driven decisions—together. Collaboration isn't a new concept, but bringing it into an analytics platform in a way that genuinely adds value takes a thoughtful approach. BI Office makes this possible in a variety of ways, deeply embedded within the user experience.



BI Office can surface the most-used content based on ratings and recommendations from all users.

**There's a reason why you have all those people in the office.** When knowledge is shared in a way that's reliable and meaningful, your business can make the most of its greatest asset. Every member of your team has specific contributions that will improve the performance and decisions of the entire organization. Enable true collaboration so the value you need doesn't get lost in isolation.

## HIGHLIGHTED CAPABILITIES



**Tell the story** Print content to PDF or PowerPoint, or distribute by sharing a simple link with the URL addressability of the platform. Build guided analytic experiences that draw users into the data story. Craft and automate sophisticated, dynamic narratives that contextualize your analysis within an enterprise-grade reporting solution. Develop publishing templates that iterate through every customer in your data model using their data and brand requirements. Confidently distribute those professional-caliber reports to internal and external recipients with security set at the role or dimension level.



**Rinse and repeat** By decoupling business logic and visualizations from the data model, BI Office allows users to share custom calculations and sets for reuse throughout the enterprise. If that logic must be altered, it will update for every content asset referencing it – from dashboards to reports. Create logic once, store it on the server, and reference it in real-time

instead of embedding it in documents trapped on a desktop or in a file share.



**Chat it up** With BI Office, social tools make it easy to add commentary, even down to the cell level, using standard social engines such as Yammer, Jive, and Chatter. Share data snapshots and documents within conversation threads. Even record your comments in real-time as a shareable audio clip. This interaction brings the expertise of the organization to individual and group decisions.



**Find the signal** When time and accuracy are imperatives, you need help cutting through the noise. Aggregated recommendations (by rating and most viewed) assist users in choosing the best content. Users can access materials they know have met the needs of others in similar circumstances. Knowing what content is most relevant and reliable results in more confident, timely decisions.