



BUSINESS INTELLIGENCE

# Birst Networked BI

## Unlock the power of Networked BI

Businesses today shouldn't operate like a collection of disconnected silos. Neither should your business intelligence (BI) and analytics solution. Networked BI from Birst, an Infor® company, is a groundbreaking approach to analytics that connects every part of your organization via a shared analytical fabric to eliminate data silos, accelerate the delivery of analytics across the enterprise, and empower your people to work with trusted data.

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**"With Birst's Networked BI platform and its new end-user data prep capabilities, users have access to interconnected virtual instances of data that enable them to make the most accurate, data-driven decisions."**

**Joe Sims**  
Director of Information Management, Rovi

## Experience virtual spaces and unlimited possibilities

Networked BI is a new approach to analytics based on the idea that trusted and well-governed data is not at odds with speed and ease of use. To deliver this, Birst leverages new capabilities that combine the centralized and decentralized models of BI, providing you with the best aspects of both: end-user self-service without analytical silos.

With a networked BI model, virtual BI instances enable organizations to extend analytical capabilities across multiple territories, departments, and customers at a dramatically accelerated pace. Companies can unify global and local data without any physical replication, and deliver federated data access across the globe with local and aggregate views.

## Transform your approach to analytics

Networked BI virtualizes the entire BI ecosystem, transforming every aspect of an organization's approach to analytics. Built on top of Birst's modern, multi-tenant cloud architecture, Networked BI creates a set of interwoven BI instances that share a common analytical fabric. The result is enterprise-grade scalability with unprecedented speed and end-user freedom.

### Networked BI customer success: Real-time intraday data visibility

A sales and marketing services company that serves the world's largest retailers and brands struggled to support its growing business with a traditional BI solution. The chief data officer needed to scale a lean IT organization to support user populations in the tens of thousands. Realizing that the company's existing centralized process—relying on manual data movement, outdated database platforms, and cube farms—would not scale as needed, the CDO turned to a Networked BI approach.

With Networked BI, the company rolled out virtual spaces to its retailers and brands where the retailers and brands could access their respective data, while the services company managed all the data centrally. This allowed the company to deliver near real-time intraday analytics to its customers. By managing all data changes centrally, the company enabled its customers to focus on understanding their business instead of manipulating data.

The company now provides greater visibility to manufacturers into their sell-through rates, and to retailers into product sales and propensity to buy based on geography, demographics and brand. These networked insights guide decisions about merchandising, campaign planning, and product placement.

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