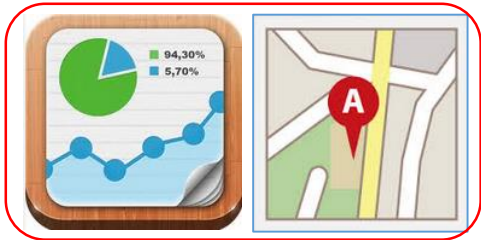


Spectrum Spatial for Business Intelligence

Luke Robinson – Head of Presales - EMEA

Location Intelligence + Business Intelligence

- Business Intelligence gives answers to How? Why? What?
- Location Intelligence extends Business Intelligence with spatial components to add the 'Where?'
- LI gives analyst and decision makers a complete overview of all data and therefore a better basis for decisions.



- Where do we sell which amount of which product?
- What is the difference in regional purchasing power for my products?
- Where are sites or regions with the best revenue and why?
- Which areas can sales efficiency be enhanced?
- Where do my existing and targeted customers live?
- Where do potential and ideal customers live?
- Where are similar spatial or demographic patterns or trends?
- Where are my service level agreements not met, and why?

Location Intelligence is under utilized

“In virtually all BI implementations today, location information isn't ignored, but it is pretty much used exclusively as a descriptive attribute or very coarse-grained and often static dimension.”

Andreas Bitterer, Gartner, 2012.11.23



The tide *is* turning

- Geospatial analysis in BI will double by 2016

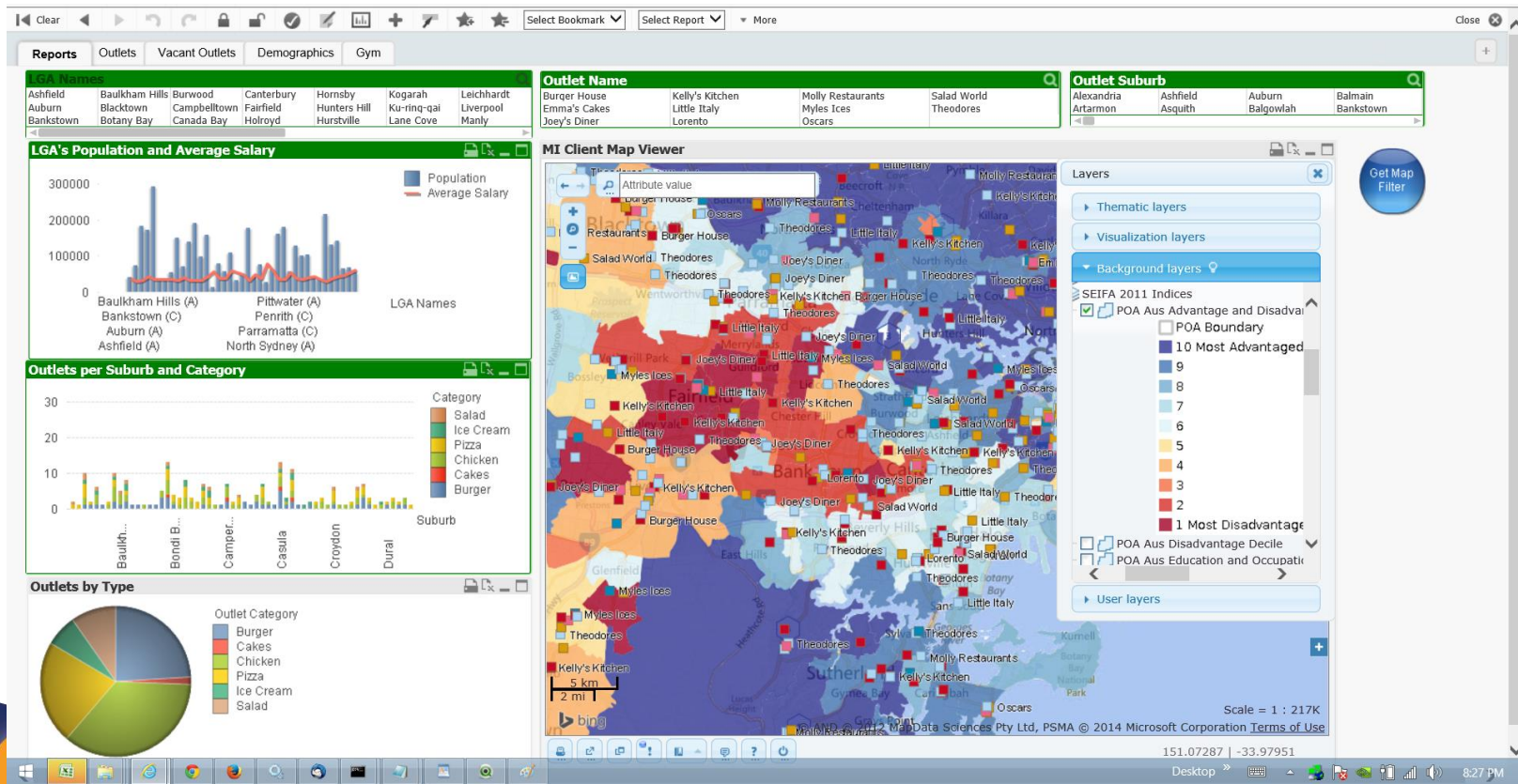
(The Data Warehouse Institute, December 2013)

- Vendors are stepping up
 - BI platforms adding geoanalysis/LI
 - GIS tools offering platform-specific solutions
 - Consumer mapping and SaaS
 - **Commercial-grade, standards-based solutions**



Introducing Spectrum Spatial for BI

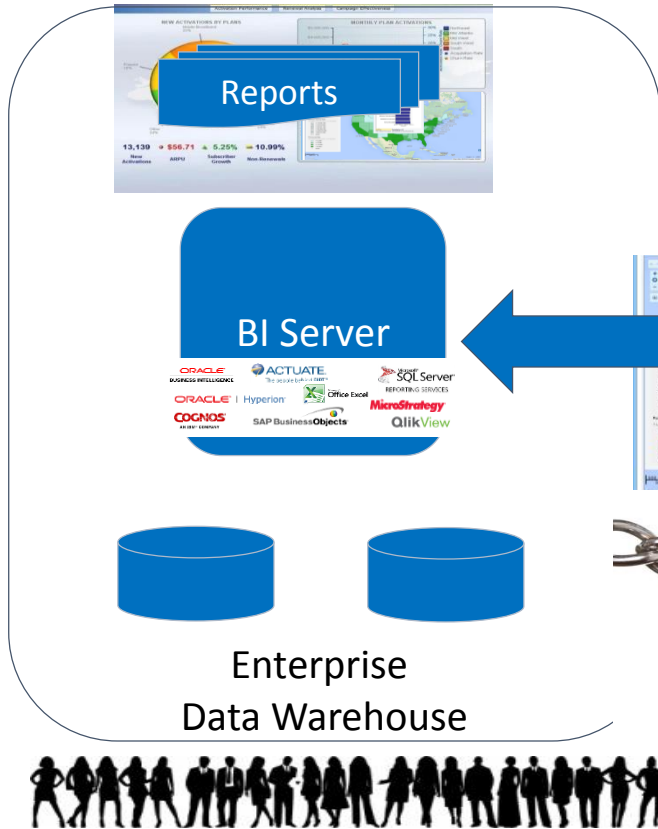
- Spectrum Spatial for BI merges location intelligence into enterprise business visualization platforms, delivering highly customized and current, spatially enabled reporting.



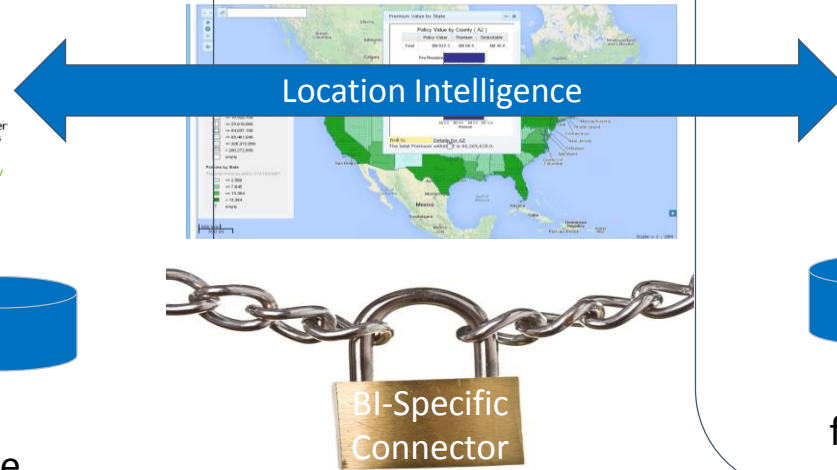
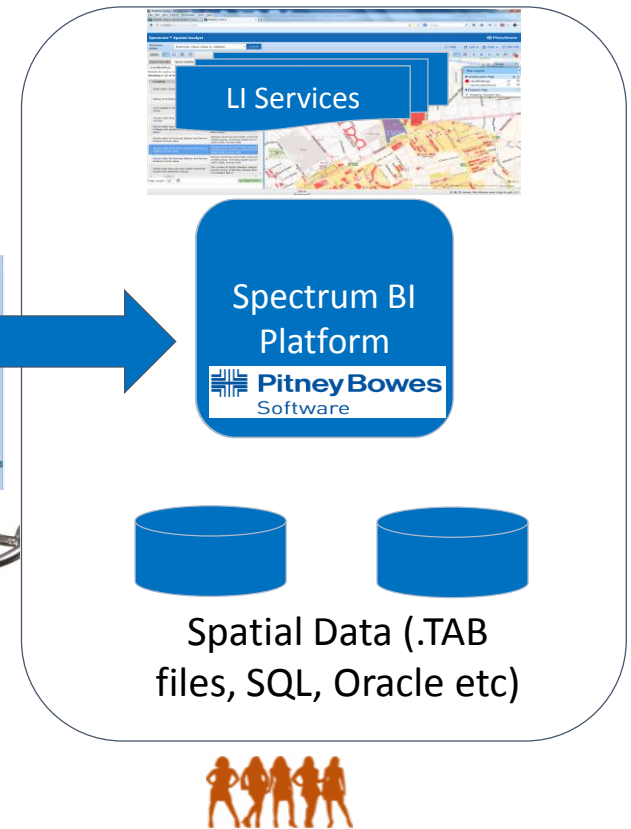
Business Value of Spectrum Spatial for BI

- Add maps into the report designers of the major BI tools – see your BI data in a geographical context for the first time
- Maps are completely interactive and bi-directional; you can use the map to filter the BI reports in new ways
- Built in administrator tool allows you to bind BI reports to existing map layers and to create new map layers via X/Y columns and geocoding
- HTML5-based, modern app interface is consistent across all BI tools
- Secure access via BI tool's existing security framework

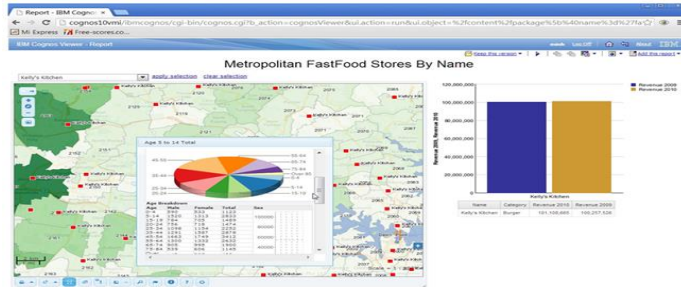
BI Platform



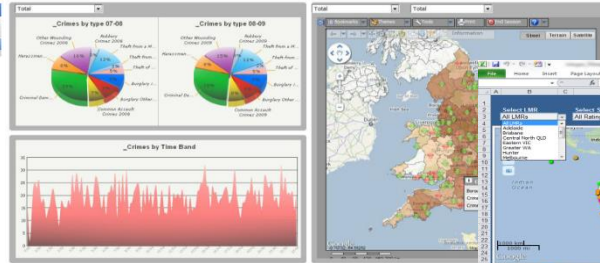
LI Platform



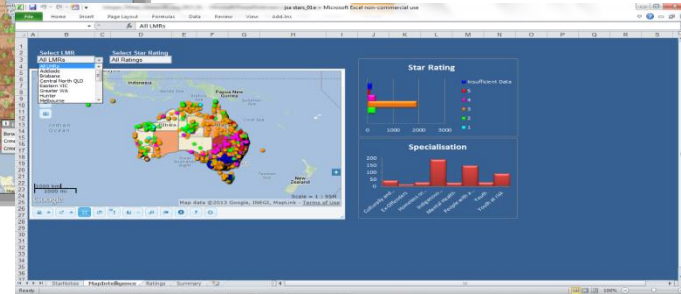
Cognos



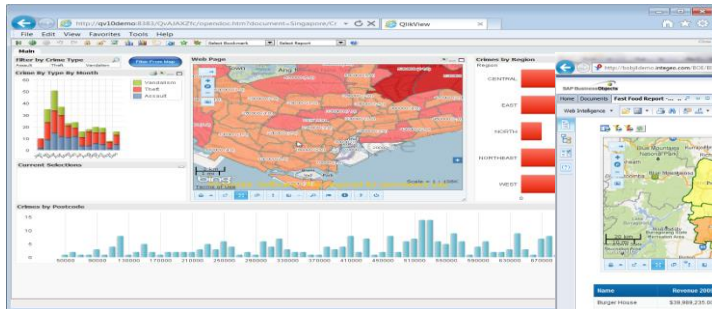
MicroStrategy



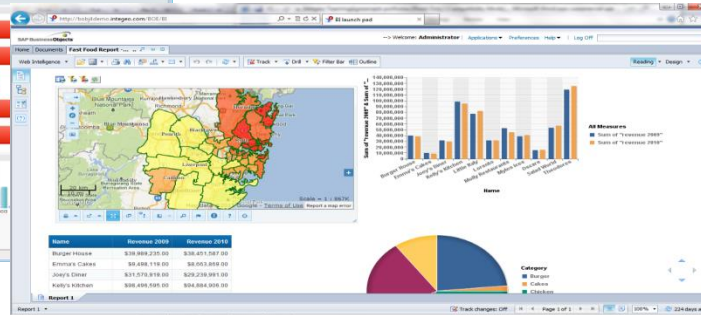
Excel



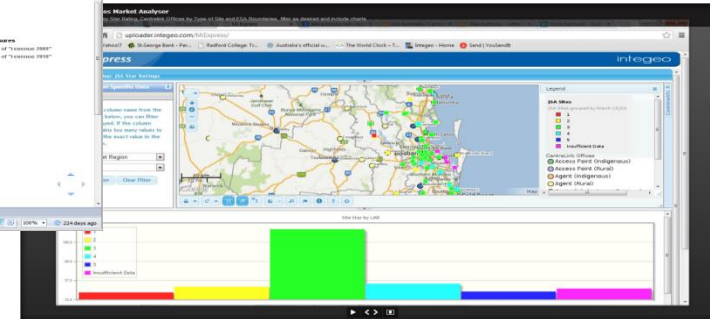
QlikView



Business Objects



MI Express



Demo of Spectrum BI with SAP Business Objects

(video)