

# On-demand analytics and reporting that's fast and free.

Traditional business intelligence and analytics solutions have a reputation for being complex, expensive, and inflexible. They take months to roll out and never seem to live up to the hype; they deliver less-than-expected functionality to fewer-than-expected users.



## Now there's Birst.

**Birst<sup>TM</sup> revolutionizes business intelligence by making it affordable, fast, and easy to use.** Birst is an on-demand solution designed to support customers of all sizes – from individuals to groups and even entire companies, so that everyone can benefit from greater insight into their business. Birst is an automated solution, so you can get value from your data within minutes.

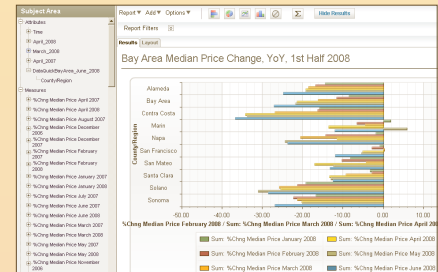
## Easy to get started, easy to use. We handle all of the complexity for you.

Only Birst offers an on-demand solution that automates all of the hard parts of business intelligence. You can get started immediately by just signing up on the Birst website. The introductory version is free, so you can experience Birst's value before you move up to a larger solution or greater functionality. The Group and Enterprise versions offer all of the power of traditional enterprise solutions, at far lower cost.

- **Get started today -- no IT, special hardware, or consultants required.** You don't have to wait for months and spend millions to get powerful business intelligence. Birst is available on-demand, over the internet. You can start analyzing your data in minutes.

- **Reports are easy to create. We'll even get you started by creating some Quick Dashboards for you automatically.** When you upload your data, we'll automatically analyze your data to pick the most interesting metrics and create a few dashboard reports for you. You can get started with these, or you can go into our easy ad-hoc reporting area to modify them or create your own.

- **Get results in seconds – even with large amounts of data.** Stop wasting your time with Excel spreadsheets or waiting for IT to get you that report. Upload your data and start experiencing the analysis that you want. Even the largest files can be uploaded and analyzed quickly.



**A chart showing real estate data over time being created in the reporting area.**

- **Easily share reports with friends or colleagues.**

Instead of emailing your reports around and wondering if people are looking at the latest version, invite people to share your Birst Space. They can see the most up-to-date reports whenever they want. It's also easy for everyone to see how things have changed over time – without having to dig through their email inbox for that emailed report from 3 months ago.

- **Use it just for you, your group, or your whole company. Birst is highly scalable.**

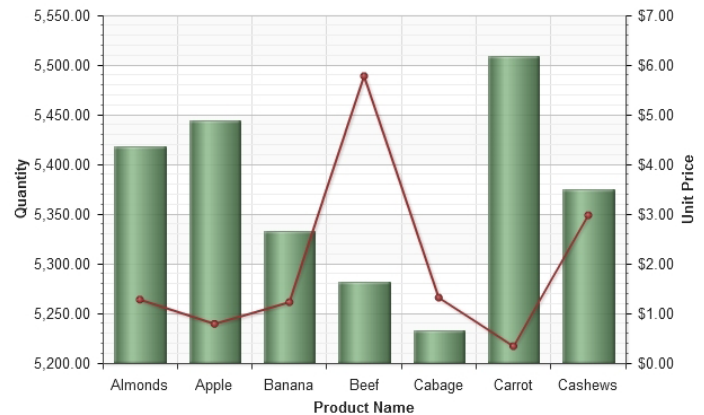
It's appropriate for an individual user, for groups of people, like a company department, or the entire company. It offers incredible power and flexibility to the individual and also grows with you as your needs grow.

## Birst Features – The Details

**High capacity:** megabytes to terabytes of data. Birst handles any type of columnar data, from csv files to Excel and Access. Even Zip files are easily uploaded in Birst. Your smallest Excel file to your largest terabyte scale database can fit in Birst.

**Flexibility:** combines data from different sources. Combine and analyze data from multiple systems like finance and operations, customer service and the call system, or marketing and website, all within Birst. By easily combining information, Birst lets you see across your business and make the right decision.

**Speed:** go from data to dashboards in seconds. Birst is the first solution to automate the entire process of creating a full-function analytical environment. Just upload your data and Birst does the rest – go from raw data to dashboards in seconds instead of weeks or months.



**A column-line chart made from pricing and sales data combined from different sources.**

**Power:** industrial strength analysis and reporting. Birst's analysis and reporting capabilities satisfy the most data-happy individuals. The ad hoc reporting area gives you the freedom to create a wide variety of analyses and reports.

**Privacy and security.** You control with whom you share your information and what they can see. Birst has world-class security that ensures that your data is always safe.