



Add easy, powerful business intelligence to your solution

BIRST SOFTWARE PARTNERSHIPS

Give your customers the insights they want while generating additional revenue for your company.

The number one underutilized resource in any organization is information. When Birst is a part of your offering, you can help your clients not only unlock the hidden potential in the data from your system, but also combine that data with data from other systems and sources. As a result, your offering will be the go-to source for a 360° view of their business.

Birst's industry-leading SaaS Business Intelligence solution is the answer for quickly, easily and affordably delivering unprecedented BI functionality to your clients. Birst's flexible integration options allow you to deliver the right functionality for your customers.

Fast, flexible implementations of full-featured business intelligence

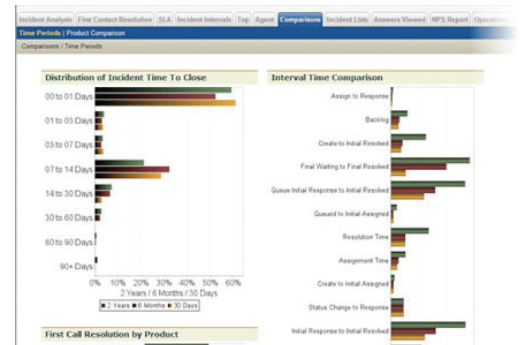
Birst is quick to get started, quick to expand, and easy to use. Enterprise-class Birst implementations have been created in as little as a few weeks, and smaller implementations in days. Once set up, you can add additional data sources in minutes. Birst is easy enough for business professionals to use and also sophisticated enough for power BI users – everyone can get quick answers to their questions.

Sophisticated analytics capabilities help your clients discover new insights

Birst offers advanced analytics, so users can deeply investigate data in any way they please. Birst's powerful capabilities allow users to easily conduct otherwise complicated analyses such as trending over time, root cause analysis, and ad-hoc analysis on any data loaded.



Service Analytics



With Birst, your clients can analyze data from your application as well as integrate data from other systems.



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### A complete business view from multiple data sources

Birst can be fully integrated with your solution, so clients will have the ability to seamlessly conduct advanced analysis on all of your data. You or your clients will also be able to add data from other sources, such as customer, marketing, or financial systems. As a result, you can give your clients the holistic view of their business they need and want. Previously difficult questions to answer such as “which marketing campaigns are driving the sales that result in the greatest volume?” are now quickly answered.

### Birst Features – The Details

- **High capacity:** handles megabytes to terabytes of data. Through Birst Connect you can copy tables or query data natively from Microsoft SQL Server, Oracle 11g, and MySQL or connect via ODBC to any ODBC compliant data source. Additionally, any type of columnar data, from csv files to Access, Excel, and zip files can be imported easily. You can choose whether you want to do this for your clients, or allow them the opportunity to do this for themselves.
- **Flexibility:** combines data from different sources. Analyze data from multiple systems like sales, finance, CRM, operations, and customer service, all within Birst. This will allow your clients to see across their business – in your application – which can help them make the right business-critical decisions.
- **Speed:** go from data to dashboards in minutes. Birst automates the entire process of creating a full-function, enterprise-class analytical data warehouse environment. Upload your data and Birst does the rest – go from data to dashboards in minutes, not weeks or months.
- **Power:** industrial strength analysis and reporting using a data warehouse. Birst’s backend data warehouse and analytical reporting capabilities satisfy the most intense data users. The ad hoc analysis tool gives your clients the freedom to create a wide variety of analyses and reports and publish them to dashboards in minutes to share throughout their organization.
- **Privacy and security:** control what data you share and what they see. World-class security ensures that your data is always safe. Key group, dashboard and data-level security is already built in to allow you and your clients detailed control over who sees what information.

### Expanding your client relationships is our goal

We have already successfully launched several relationships helping organizations fulfill customer needs while increasing customer loyalty and revenue. Contact us to see first-hand how we can help your organization exceed your clients’ expectations. Our Business Development team can be reached at (415) 644-5390 or [partners@birst.com](mailto:partners@birst.com).

“Birst’s commitment to excellence and integrity is absolute and shows in everything they do. We see it in their product performance and customer service—and especially in the way they partner.”

— *Patricia Murray*  
CEO, Holodesic Solutions

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