2-Tier is the New Frontier
Welcome to the age of 2-tier BI & Analytics

The landscape of BI is experiencing a fundamental shift. Ensuring success with analytics today requires meeting end-user demand for self-service capabilities without sacrificing governance and trust in the data. IT leaders must create a 2-tier analytics model that bridges the gap between centralized BI teams supporting enterprise requirements and user-led decentralized teams looking for greater autonomy.

The Birst Difference
Birst empowers business users with the agility they demand while giving IT leaders the governance mechanisms to deliver a complete and consistent view of the business. Birst believes that:

• BI is for everyone—not just analysts or experts
• A metric should be defined only once
• The data problem is bigger than the visualization problem
• Only a real cloud architecture delivers business agility
• A 2-tier data strategy provides both consistency and freedom for analysis

Birst at a Glance
Birst’s patented 2-tier BI and analytics platform plugs into centrally managed data sources – data warehouses, data lakes, business applications – and seamlessly unifies them with data generated by decentralized teams throughout the organization. Birst then automatically refines this data and prepares it for analysis by overlaying a consistent set of business rules and definitions, creating a single view for all your business users. Birst delivers an adaptive user experience that seamlessly transitions between reports, dashboards, visual discovery and mobile.

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About Birst
Birst is the global leader in Cloud BI and Analytics. The company helps organizations make thousands of decisions better, every day, for every person. Birst’s patented 2-tier data architecture and comprehensive BI platform sits on top of all of your data, to unify, refine and embed data consistently into every individual decision—up and down the org chart. Thousands of the most demanding businesses trust Birst Cloud BI to make metric-driven business execution a reality. Learn more at www.birst.com and join the conversation @birstbi.