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BOOST USAGE, REDUCE CHURN, AND MAKE YOUR APPLICATION STICKY WITH BIRST SELF-SERVICE DATA PREP AND BLENDING

How do you make an enterprise business application sticky? You infuse it with value, offer a rich and intuitive user interface, and encourage information sharing and self-service.

With Birst Embedded Analytics, you can reward your customers with fast, actionable insights, enable them to easily blend and mashup their own individual data with the information assets you provide, and create a network effect by connecting each end-user’s individual analysis with others.

**Birst self-service data prep and data blending**

The Birst data discovery and reporting interface, Birst Visualizer, goes beyond providing free-form data exploration, search-based analysis, and guided data navigation. It offers business users capabilities such as data preparation and enrichment, collaboration, and networking of data sets. The user interface has a drag-and-drop interface, where users can upload and create combinations of different data, user-defined measures, sets, groups and hierarchies.
HOW BIRST-END USER DATA BLENDING FITS INTO ITS NETWORKED BI ARCHITECTURE

Birst self-service data prep and data blending is part of Birst Networked BI. It enables application providers to not only push individualized analytics to customers and users – at scale and at speed – but to also allow end-users to blend and network their own data sets.

Birst Networked BI is ideal for providing subsets or customized views of data across a broad customer base. You create a master space for the most common metrics, reports and dashboards, and a set of child spaces for any extension or customization. The child spaces inherit changes from the parent. This ensures governance and rapid deployment of changes across a large customer base. Modifications to child spaces do not impact the parent space, maintaining the data integrity of the master. This enables you to scale your solution across many customers, customize it for specific clients, and even create a tiered packaging structure without re-doing the work for each customer individually. Your customers can also define their own metrics, reports, and dashboards in addition to what you have provided out of the box; they can even blend their own data with the information you expose to create personalized views.
BENEFITS

Business user data mashup and blending
Enable business users to mashup and blend their own data sets with the centralized application data or data sets from other groups or individuals. Create a variety of joins and apply business logic and transformations to create new networked datasets ready for analysis.

Business user-defined calculations and groupings
Enable business users to create and share custom groups and calculated measures.

Data enrichment
Provide business users with the ability to prepare data for analysis with renaming, combining or splitting columns or by using external data sources to fix, extend or enhance the dataset.

Collaboration
Leverage best practices in social collaboration through discussion threads. Network each user’s personalized data blend with others, in context of the exact point-in-time the data was refreshed in order to provide collaboration and sharing of consistent and trusted data.

Constant iterations
Enable business users to manage their information changes on their own by re-uploading their data again and again, iterating, refining, and generating new insights. These iterations can either append the previous data for historical analysis or overwrite the data for net new analysis.

Promote business user-generated data sets to the system of record
Enhance productivity and foster community by providing the ability to promote end-user generated data sets to the master or central data store.
USE CASES OF NETWORKED END-USER DATA MASHUPS

- Allow end-users to blend in industry, market, social media, or public sources of data with your application data in order to set context or create personalization.
- Enable end-users to see their performance against goals by letting them blend their target data with the KPIs you provide through your application.
- Create performance benchmarks from end-user data mashups, usage, and trends.
- Empower individuals and teams to network, collaborate, and share information and analytics.

How does it work?

1. User clicks on Import Data, uploads a file, previews it, and specifies the blending criteria. Behind the scenes, Birst creates an “imported data” space (or a Networked Personal BI Sandbox) which automatically associates the uploaded data with your main application data.

2. User sees the data from both their imported data and data from your application, and can create and save reports across those sources.

3. User saves the reports in their private folder or in a public folder for sharing with others, and can invite others to view the insights.

4. Administrator gives business users (who could share the blended data) access to the main space (for viewing) and access to the Birst Visualizer and Dashboard modules (for information exploration and sharing).
THE BIRST ADVANTAGE

BIRST

Birst self-service data prep and data blending are part of its Networked BI capability. With this, your end-user data mashups are networked to your core application data, and to each other, so that information sharing, consistency, and up to date insights happen naturally and with no effort. Plus, you get re-usability across your customer base.

VS

ALTERNATIVES

Embedding a standalone data discovery tool means that you have to manage each customer or end-user’s fragmented data in silo. As these data silos are not connected to each other or to your parent application, your users are unable to share information between each other, get updated information from you, or blend their data with the core application.
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 @birstbi to join the conversation!