Actionable Insight at the Speed of Thought

In today’s highly competitive and uncertain marketplace, the most successful organizations are those with a two-second advantage. They are the first to spot new opportunities, best manage risks, and most swiftly react to unforeseen events. Their insights and agility come through the use of visual, self-service analytics, where professionals managing mission-critical departments and global processes have the ability to ask questions immediately and intuitively and get answers from their data—anticipating what’s next, taking quick, educated actions—all from using TIBCO Spotfire software.

Challenge: Impediments to Dynamic Insights

The need for data-driven insights & agile decision-making has never been greater. Organizations are under enormous pressure to spot emerging trends and patterns hidden in vast quantities of data. Unfortunately, most organizations do not enable employees with analytics software that allows them to quickly and easily explore data and discover insights on their own. In fact, traditional reporting and complex statistics tools force users to rely on IT departments for each new slice of data—a time-consuming process. As a result, opportunities are lost, decisions are based on hunches, and risks increase.

To win the marketplace, organizations and individuals must empower their teams with self-service, intuitive analytics that will allow them to discover actionable insights buried in their data, so they can quickly take decisive action to stay ahead of competitors.
Solution: TIBCO Spotfire Software

The TIBCO Spotfire Analytics platform empowers scientists to explore their data freely, giving them the power instantly to visualize, mashup, interact with, and share data at any level of detail, without relying on IT to constantly supply new data sets. TIBCO Spotfire software helps users answer pressing questions, uncover answers to questions they didn’t know they had, and even anticipate what happens next. By using the TIBCO Spotfire system, organizations and individuals can make the most of emerging trends or take preemptive action – before anyone else – achieving a competitive advantage.

Dimension-Free Data Exploration Drives Fast, Actionable Insights

TIBCO Spotfire software’s easy-to-use visualizations enable scientists to uncover answers to their initial questions quickly, while revealing unexpected trends, patterns, and outliers that are hidden in data. TIBCO Spotfire software supports dimension-free data exploration to enable users to visualize data interactively, without dimensions or constraints, so they can rapidly uncover actionable insights. In addition, the software uniquely enables users to filter and drill down dynamically to micro-level details, so they can identify the root cause of trends and problems.

Data Mashup Leads to 360-Degree Analysis

To get a complete picture of external and internal environments, TIBCO Spotfire software makes deep data exploration easy, empowering users to combine disparate data sources quickly and easily, without custom scripting or requiring IT intervention. With the software, scientists from across the enterprise can easily access data from a multitude of sources (text, images, chemical properties, biological assays, and more) and integrate them into a comprehensive analysis of the entire data set. TIBCO Spotfire software’s unique Data on Demand capability enables users to mash up or swap massive data sets interactively so they can uncover immediate insight.

Predictive & Event-Driven Analytics

TIBCO Spotfire software helps enterprises to anticipate opportunities and risks seamlessly by integrating predictive models and real-time event streams in order to deliver the “two-second advantage.” TIBCO Spotfire software offers the best of both worlds to layperson and statistician alike: powerful predictive analytics are integrated “under the hood,” for the scientist, while statisticians can use the TIBCO Spotfire software’s broad array of cutting-edge statistical analysis tools to prototype, develop and deploy new analytic applications rapidly.

Contextual Collaboration

TIBCO Spotfire software’s capabilities easily support a collaborative decision-making process – from spontaneous and freeform brainstorming, all the way to formalized decision workflow. Using the software, organizations can capture and securely socialize moments of insight, ideas, and hypotheses with peers, advisers, and customers. These rich discussions can be captured through collaborative bookmarks, guided analytic apps, corporate portals and social platforms to provide visually compelling context to accelerate the decision making process.

Enterprise Class Capabilities to Fit into the Most Demanding Environment

TIBCO Spotfire software is the leading enterprise-class Analytics and Data Discovery platform, providing unmatched performance, scalability, and security. The software’s differentiating hybrid in-memory/in-database analytics architecture supports the most demanding enterprise needs, easily scaling to thousands of users and limitless of rows of data. TIBCO Spotfire software is deployed in the world’s largest energy, manufacturing, consumer packaged goods and life sciences companies working within existing IT systems and security models, and backed by global domain expertise and 24x7 customer service.

TIBCO Spotfire Analytics Platform: An Event-Enabled Enterprise Solution

TIBCO Spotfire software meets the analytic needs of users across the enterprise – from data discovery and ad-hoc analysis, to interactive reporting and dashboards, to domain-specific applications, to event-driven real-time analysis, and powerful predictive analytics – all from a single architecture.

“[TIBCO] Spotfire holds the preeminent market position for data visualization for so many different needs in the discovery and development of new pharmaceuticals – needs as diverse as analyzing gene expression data or responses to treatment as a result of genetic mutations. TIBCO’s software package has been the pioneering industry standard for analyzing R&D data for the last decade. However, R&D has changed rapidly during this time (mainly because of the large amounts of data coming from Omics technologies.) By focusing on the scientific product development roadmap and integrating [TIBCO] Spotfire with their suite of informatics products and scientific instrumentation, PerkinElmer will maximize the benefit that [TIBCO] Spotfire provides to the R&D community.” Jonathan Usuka , Celgene Corporation.
TIBCO Spotfire Platform Components

TIBCO Spotfire Professional Software

Makes comprehensive analytics fast and easy for a variety of users, allowing them to:

• Gain instant actionable insights by performing compelling ad-hoc analyses
• Enjoy the power of self-service discovery, by accessing multiple back end and local data sources without requiring assistance from IT
• Provide visibility into the unknown by instantly publishing analytic applications and reports to colleagues, partners or customers using TIBCO Spotfire Web Player

TIBCO Spotfire Web Player

The zero-footprint web interface provides enterprise-class scalability, providing universal adaptability across geographically dispersed colleagues, customers, and business partners.

• Enable thousands of users across the enterprise to enjoy the benefits of “1-click publishing,” as content and insights can be shared broadly
• Harness the power of TIBCO Spotfire software’s contextual collaboration capabilities so insights can be viewed and shared across all types of users
• View and navigate configured analysis workflows, with no software or plug-ins installed
• Answer new questions with remarkable interactivity and visual clarity, far exceeding typical static reports
• Embed analyses in social platforms, a corporate portal, Microsoft SharePoint®, or quickly integrate with other web applications to create data mashups

TIBCO Spotfire Statistical Services

TIBCO Spotfire Statistical Services give decision makers greater ability to anticipate and solve business challenges earlier in the decision cycle by applying advanced statistical models without requiring detailed understanding of the underlying complexities of statistics. With advanced insight powered by TIBCO Spotfire Statistical Services, decision makers are better prepared to seize opportunities & avoid risks.

• Quantify and minimize the uncertainty associated with making decisions
• Execute R, S+, SAS and MATLAB-based statistical models
• Centrally manage and deploy statistical models and predictive analytics to mainstream users

TIBCO Spotfire Application Data Services (ADS)

Deliver the power of data mashups by connecting to a myriad of data sources and transactional systems, without heavy IT involvement.

An E-Notebook productivity dashboard viewed through the TIBCO Spotfire webplayer. The interactive display allows managers to narrow the data displayed by using filters in the guide panel on the left or by selecting segments of the visualization.