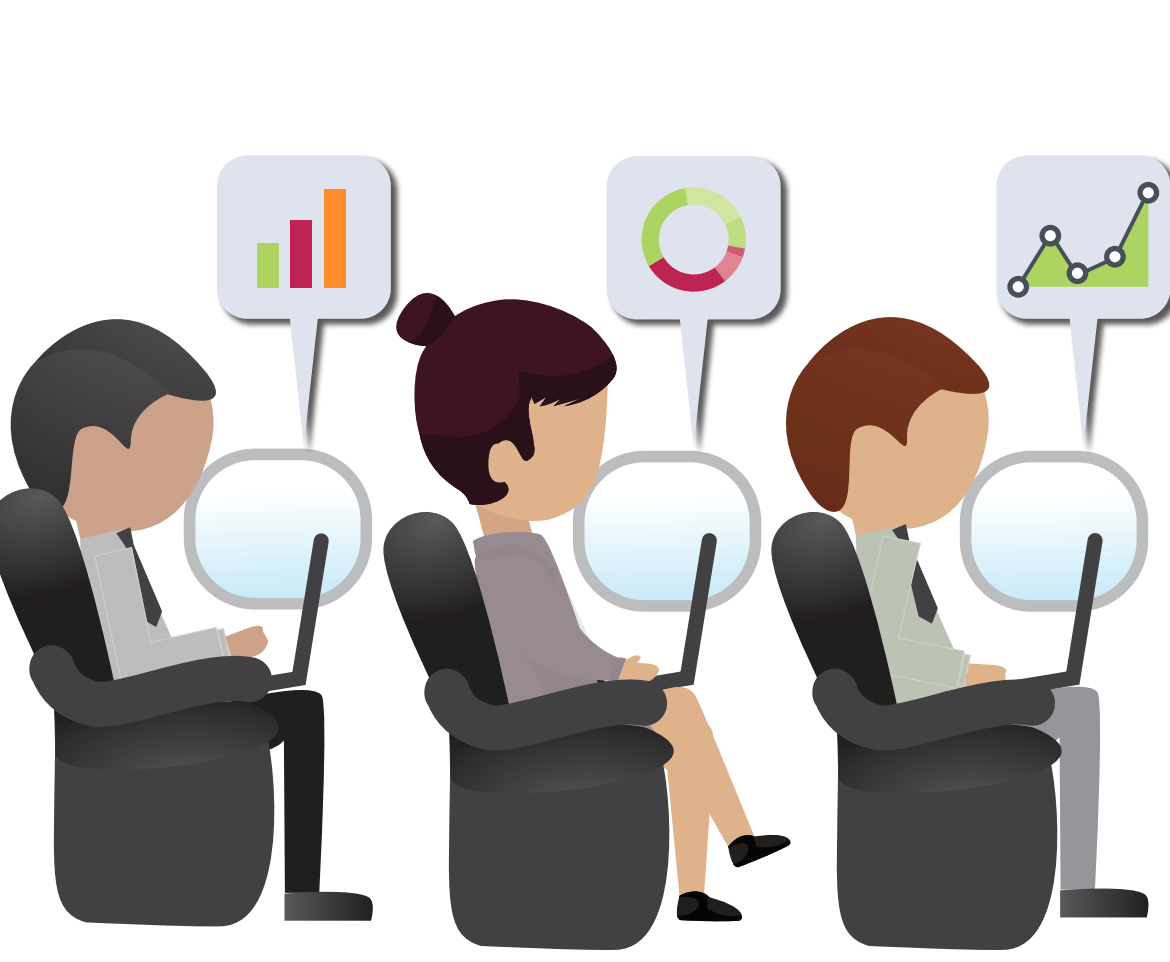
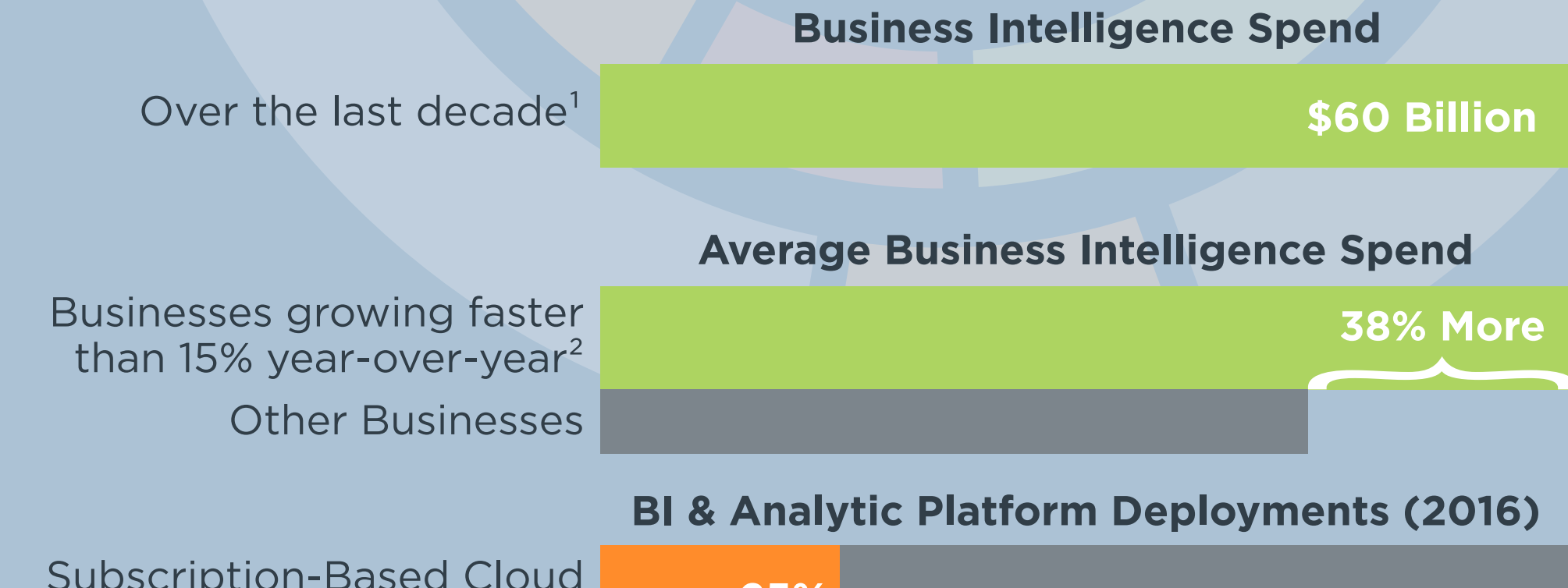


THE TRANSFORMATION OF ENTERPRISE ANALYTICS

BUSINESS INTELLIGENCE

MORE DATA, MORE INSIGHTS

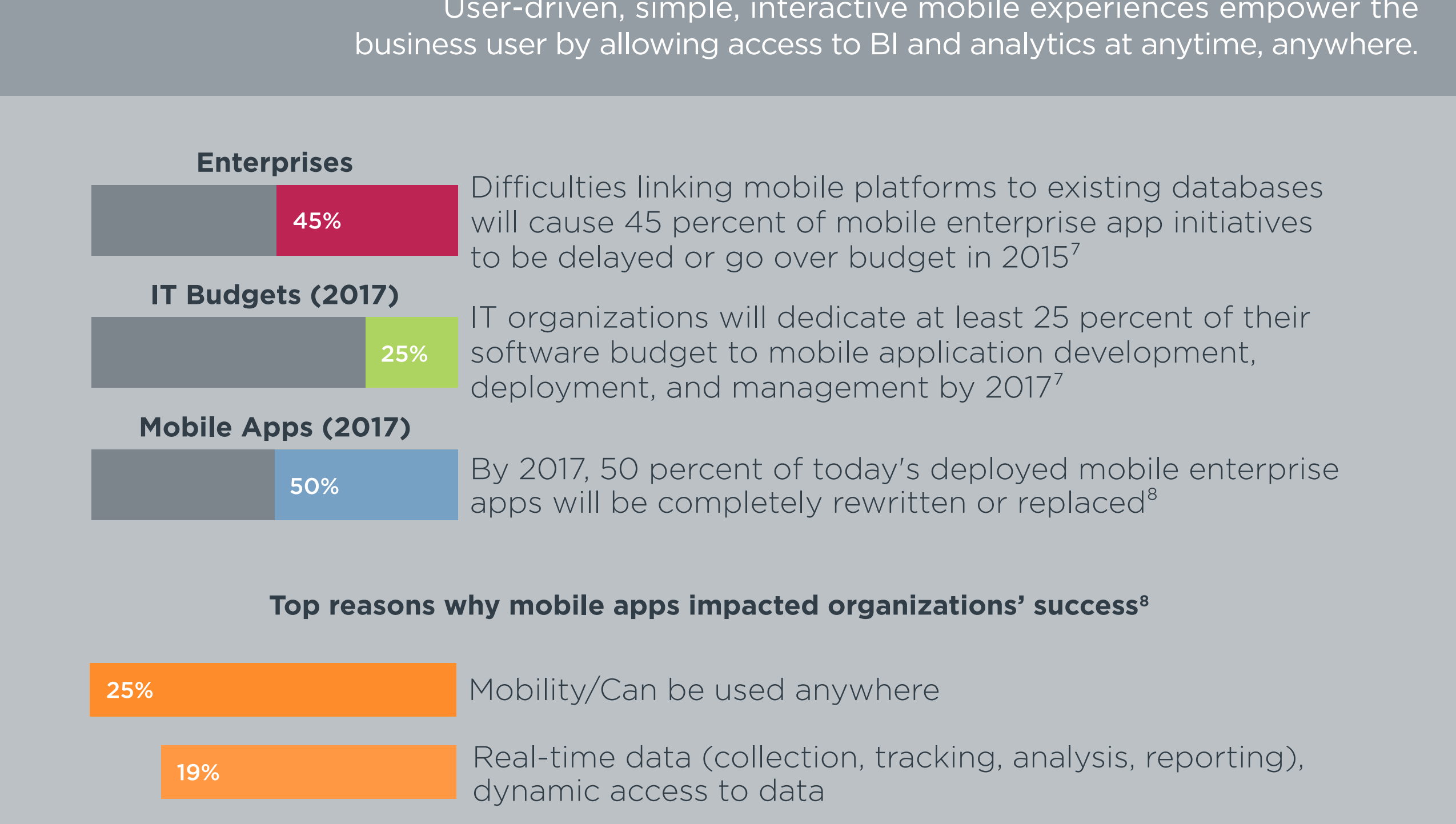
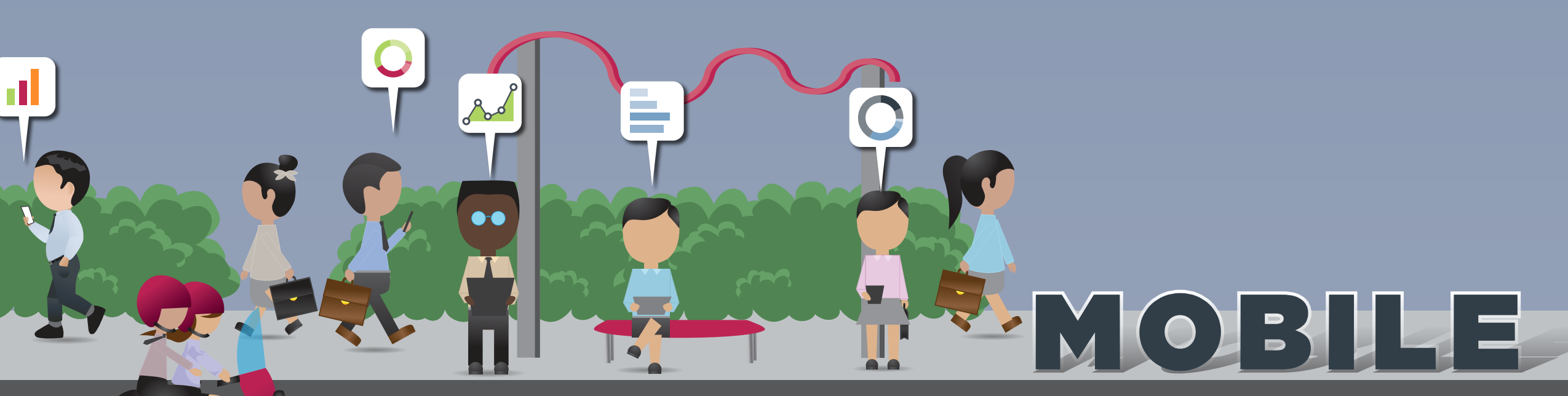
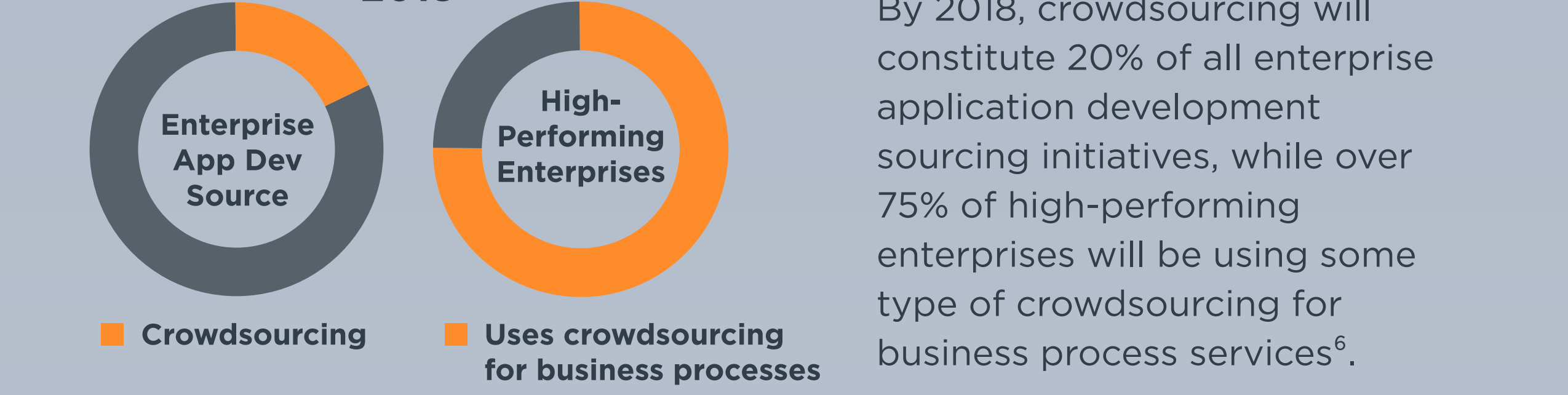
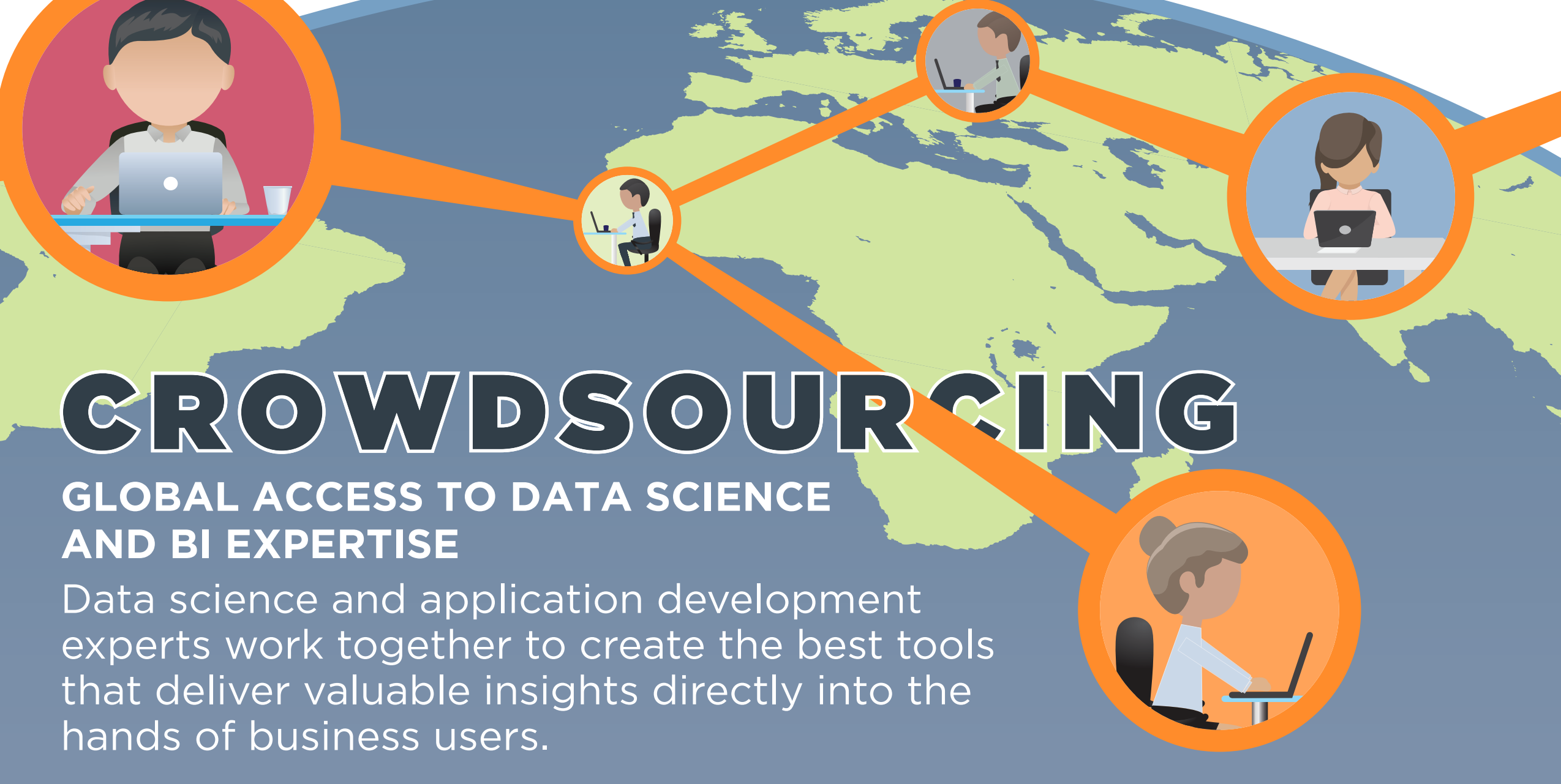
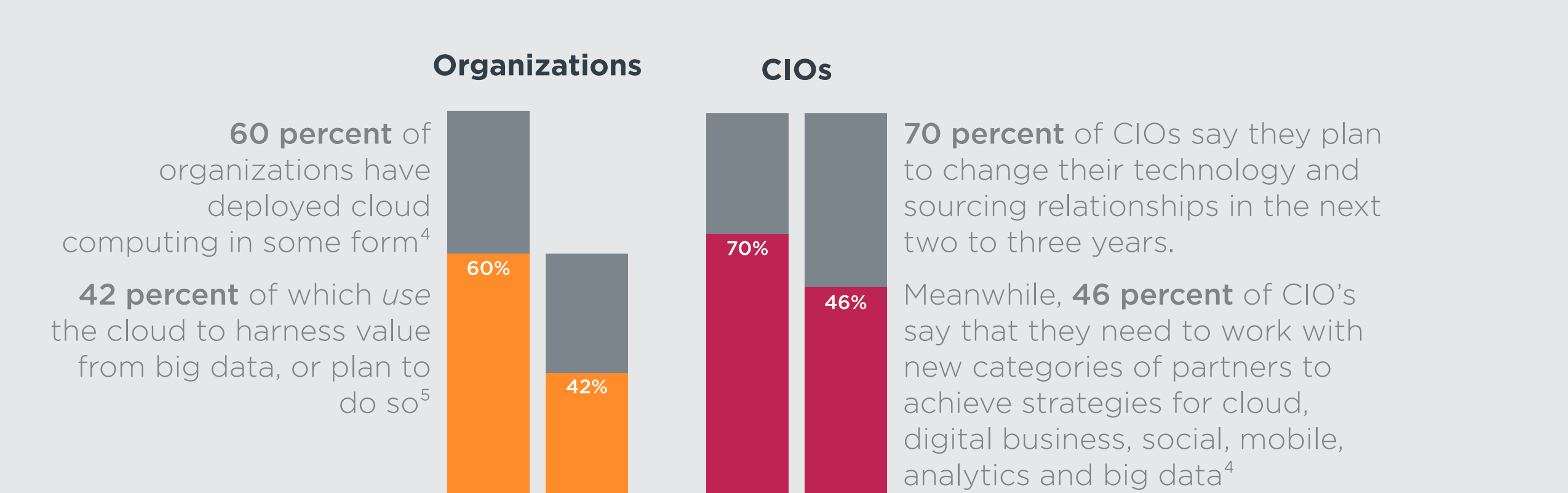
The emergence of big data has given rise to better business intelligence solutions, enabling market leaders to leverage analytics in order to achieve faster growth and stay ahead of the pack. Those looking to keep their competitive edge are now transitioning to the next phase of business insights - using **cloud**, **crowd** and **mobile** to enhance business analytics.



CLOUD

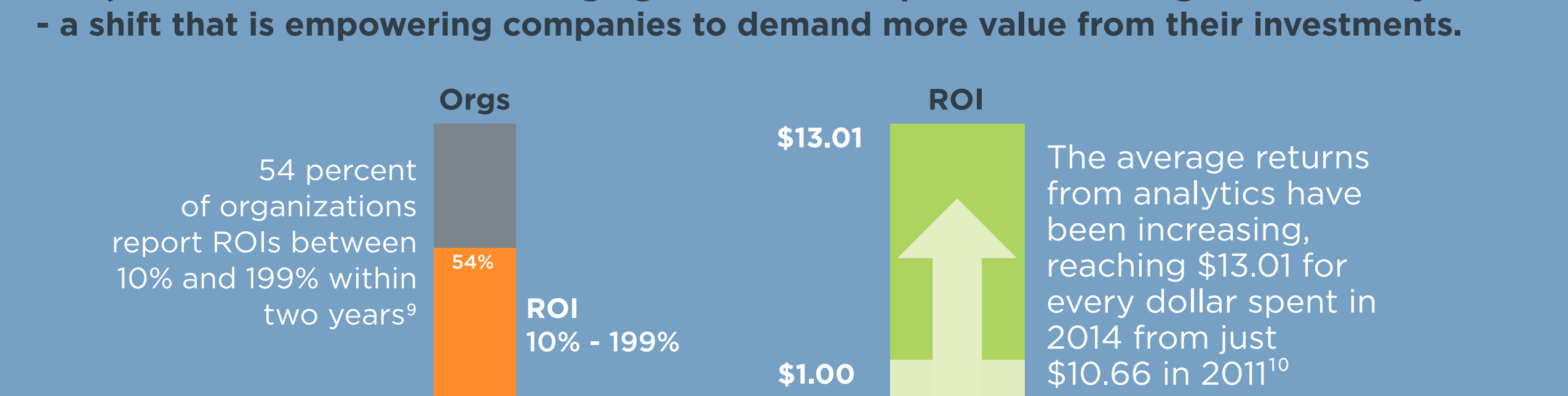
BI MOVES INTO THE CLOUD

Companies have become familiar and comfortable with cloud computing deployments, making the move of analytics to the cloud a natural progression. This shift in analytics is also creating a greater need for a new type of services providers offering seamless integrations and fast results.



RETURN ON INVESTMENT

Cloud, Crowd and Mobile are changing the BI landscape and enhancing ROI for Analytics - a shift that is empowering companies to demand more value from their investments.



Appirio and Salesforce Offer Easy Access to ROI



- 1,000+ salesforce.com enterprise engagements
- Cloud Asset Library with a repository of reusable code solutions
- Integration of ETL tools such as Talend, Kettle and Clover ETL
- 750K member crowdsourcing community
- 208,000 data scientists



Salesforce Analytics Cloud was built mobile-first, so users in the field immediately get a beautiful, interactive mobile experience. The platform offers the option to analyze data from sources outside the Salesforce organization, allowing customers to easily explore any data to arrive at answers that lead to faster business decisions and actions.

Footnotes

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5. Gartner Research Report, Why Cloud Business Analytics Makes Sense and How to Go About It, Joao Tapadinhas, October 7, 2014
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8. Gartner Research Report, Predicts 2015: Mobile Apps and Development, Robert P. Desisto, Charles Smulders, Richard Marshall, Adrian Leow, Jason Wong, Van L. Baker, November 26, 2014
9. Forrester Research Report, Quantify The Tangible Business Value Of BI, Boris Evelson, Martha Bennett with Holger Kisker, Ph.D., Sophia Christakis, January 8, 2015
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