TIBCO Spotfire
Enabling customers to get faster insights and make better decisions
About TIBCO

TIBCO fuels digital business by enabling better decisions and faster, smarter actions through the TIBCO Connected Intelligence Cloud. From APIs and systems to devices and people, we interconnect everything, capture data in real time wherever it is, and augment the intelligence of your business through analytical insights. Thousands of customers around the globe rely on us to build compelling experiences, energize operations, and propel innovation.

About TIBCO Spotfire

TIBCO Spotfire® is a smart, secure, governed, enterprise-class analytics platform with built-in data wrangling that delivers AI-driven, visual, geo, and streaming analytics. Whether you are beginning your analytics journey by building a simple dashboard, or working on generating deeper insights with a hyper-rich interactive analytic app, Spotfire supports you with numerous tools and techniques.

About TIBCO Analytics

Intuitive data visualizations and predictive analytics, reporting and dashboards embedded within key applications, streaming analytics combining real-time connectivity with analytical insights, and rigorous modeling and validation tools for machine learning and deeper learning. TIBCO supplies all the analytics technologies needed for all digital business initiatives.
### Individual/Small Deployment

**Colegio Nueva Granada**

**360 DEGREE VIEW**
Teacher perspective on each student, enabling customized instruction

**Ignite**

**INCREASED VISIBILITY**
Into products, sales, revenue, and productivity

**Tampa Bay Lightning**

**SEVERAL HOURS**
Weekly time savings for managers using Spotfire reporting

**Yakult**

**15 TO 20%**
Increase in sales due to Spotfire data discovery capabilities

### Mid-Size Deployment

**FTI Consulting**

**$8 MILLION IN SAVINGS**
For a 300-bed hospital, by delivering guided analytics

**Istrabenz Plini**

**THOUSANDS**
LP gas reservoirs being monitored, ensuring reliability and customer loyalty

**R. Lacy**

**IMPROVED CASH FLOW**
By identifying poor performing wells and addressing problems

**Vestas**

**10 YEARS OF DATA**
Used in Spotfire analyses supporting million dollar contracts

### Enterprise Scale Deployment

**Consorsbank**

**20% INCREASE IN REVENUE**
From new customers, customer service, and reduced account closings

**Marks & Spencer**

**5× REDUCTION**
In IT resources and time needed to support business analysis

**NXP Semiconductors**

**$2 MILLION IN SAVINGS**
Through fast identification of outliers
Colegio Nueva Granada

- Location: Bogota, Colombia
- Founded: 1938
- 2016 enrollment: 1,815
- Faculty: 287

360 DEGREE VIEW
Teacher perspective on each student, enabling customized instruction

"We now have the ability to deliver information to teachers in a highly flexible format, and that information is specific to the students in their classroom. It allows teachers to know their students very quickly—from the beginning of the school year before they’ve even learned their names—to know their academic strengths and weaknesses and to work to address them before they’ve observed those weaknesses personally."

—Olga Polyakov, Assessment Data Analyst

Objectives

1. Provide a solution that merges multiple data sources and provides sophisticated analysis.
2. Establish a process that eliminates manual data processing errors.
3. Develop a 360 degree view of students to enable customized instruction.

Business Outcomes

1. School-wide data democratization.
2. Quality control of the student information system.
3. Unprecedented access to a variety of data sets.
4. Ability to analyze and verify improvement in student learning.

Use Case

- Data Discovery
Objectives
1. Visualize data to understand who is using the company’s products and why.
2. Understand the cost of building products and their associated revenue.
3. Discover the most effective marketing channels and the impact that products have.

Business Outcomes
1. Identification of new use cases, in some cases showing increased business value for users of 2X.
2. The ability to capture all data points allowing development of the product story that shows revenue generation as well as improved operational efficiency.
3. Insight that enables fact-based decision-making and drives optimal investments. Spotfire visualizations provide understanding of marketing channels that ultimately saves money.

Use Case
• Data Discovery

“I knew Spotfire was powerful enough to give us answers. The trust we put into TIBCO is giving our stakeholders better confidence in our ability to generate solutions that provide business value.”

—Sean Paley, President
Objectives

1. Provide a world-class guest service and game experience.
2. Leverage fan data to drive business decisions on game experience, ticket and sponsorship sales, and customer service.
3. Find a partner to facilitate BI tool selection, implementation, and data discovery.

Business Outcomes

1. Trust in Spotfire leading to better selling and servicing of accounts, and an overall improved fan experience.
2. Visibility into products available for sale, improving revenue forecasts.
3. Successful attainment of the goal to be data-driven in daily decision-making through the partnership with Syntelli Solutions and TIBCO Spotfire.

Use Cases

- Data Discovery
- Predictive Analytics
- Data Wrangling

“We now spend more time developing insights and strategies rather than collecting numbers. It’s allowing us to move from being reactive to more proactive in our business decisions, and therefore address future challenges.”

—Chris Kamke, Senior Director of Business Strategy and Analytics
Objectives

1. Distinguish sales drivers from non-sales drivers.
2. Optimize the marketing budget to drive additional growth.
3. Reduce time spent analyzing and collecting data and increase time spent focused on the business.

Business Outcomes

1. Dramatic improvements to strategic retailer relations, as Spotfire enables demonstrating and setting optimal pricing.
2. Acceleration of new product distribution and an increase in sales of 15-20%.
3. A thorough understanding of the market and great visualizations facilitate communications and fuel a competitive advantage.

Use Case

- Enterprise Scale Analytics
- Data Discovery

"If you want to distinguish sales drivers from nondrivers in a very dynamic environment in which you’re doing a lot of things simultaneously, you must be able to collect all the information and look at it from all perspectives. You have to zoom in by region, look at trends at all the retailers. Spotfire makes these perspectives feasible. You can quickly find what is working and what is not.”

—Egbert Jan Vierkant, Market Analyst

15 TO 20%
Increase in sales due to Spotfire data discovery capabilities
Objectives

1. Reduce consulting implementation times and provide client operations monitoring.
2. Provide clients with turn-key, web solutions for fast identification of performance improvement opportunities.

Business Outcomes

1. Faster implementation time for recommended operational improvements enables FTI to handle more clients with the same number of consultants.
2. FTI customers have the information they need to make decisions and improve performance.

Use Case

- Predictive Analytics

"Using Spotfire to build guided analytics solutions, we’re able to quickly identify and quantify problems, point out why problems occurred, and also how to correct them. This is invaluable in the healthcare industry."

—Mitchell Goldstein, Director in Health Solutions Practice

$8 MILLION IN SAVINGS
For a 300-bed hospital, by delivering guided analytics

FTI Consulting

- Employees: 4,400 in 26 countries
- Expertise: 80 disciplines
- Rank: Advisor to 47 of the world’s 100 largest companies
- 2014 revenue: $1.76B
- Ticker: FCN (NYSE)
Objectives

1. Build customer loyalty by providing greater reliability of the LP gas supply.
2. Give employees at every level the information they need to make good business decisions.
3. Transition from a distributor to a multi-utility company.

Business Outcomes

1. Significantly improved supply reliability and increased customer loyalty using real-time reporting and operations information.
2. Visibility into critical reservoir levels and identification of which reservoirs need to be filled.
3. Improved logistics and lower risk, resulting in the ability to transform from a distributor to a multi-utility company.

Use Cases

- Data Discovery
- Data Wrangling

“We needed best business practices on decision-making and reporting, meaning visualizations and the value that can be derived from the information contained in them. We wanted to establish a partnership with a provider, not only on an IT level, but also on a business consulting level. We found all this help through the people at TIBCO.”

—Črtomir Ješelnik, CIO
Objectives

1. Even with the oil and gas industry’s current challenges, achieve growth by analyzing and acquiring valuable assets at lower evaluations.
2. Give decision-makers 24/7 access to data so they can analyze at the granular level and make decisions that will ultimately improve profitability.
3. Leverage their talents and build development inventory by finding high quality acquisition candidates.

Business Outcomes

1. More efficient acquisition of the highest performing areas by combining mapping, decline curve analysis, and data analytics in Spotfire.
2. Thanks to TIBCO professional services, implementation of a template that brought decline curve analysis into Spotfire to improve efficiency of reserves analysis.
3. More efficient identification of poor performing wells and enhanced cash flow through the ability to address problems with workovers or recompletions.

Use Cases

- Location Analytics
- Predictive Analytics

"The engineering department is using Spotfire to put our fingertips on the data we need to help the company maximize its assets. It’s really having an impact on overall profitability."

—Brent Haas, Vice President of Engineering
Objectives

1. Continue leadership in manufacturing and servicing of wind turbines.
2. Create a best-in-class wind energy solution that provides the lowest cost of energy to customers.

Use Cases

- Predictive Analytics
- Big Data Analytics
- Enterprise Scale Analytics

Business Outcomes

1. Improved sales, with the sales person able to answer questions and provide the client with analysis on-demand.
2. Democratized data access across the entire company, enabling new use cases such as contract forecasting, social analytics to understand market influences, and resource management analytics to plan and forecast technology resources.
3. Easy-to-get sales cost projections, improving customer cost analyses and deal negotiations.

“Spotfire is being used on all levels, from traditional business intelligence to super sophisticated advanced analytics. We can provide any data visualization, data representation, super sophisticated calculations, analytics, predictive and prescriptive maintenance, and decision-making.”

—Kim Andersen, Head of Advanced Analytics
Objectives

1. Expand the bank’s Circle of Intelligence BI platform to provide visualizations that make complex data accessible and easy to understand.

Use Cases

- Data Discovery
- Data Wrangling

Business Outcomes

1. Bank employees can easily develop rapid, up-to-date analyses and share insights to address pressing issues about the market and customer behavior.

2. Insight on account opening and closing processes and customer dialogue provides new knowledge fast, leading to better customer service.

3. A new service-oriented customer approach drove a redefinition of customer onboarding processes and enabled a reduction in advertising costs.

"The feedback on our analyses was totally positive. The visualizations bring the data to life. Spotfire leads users intuitively to surprising and valuable knowledge."

—Jörg Neumann, Director, Business Intelligence
Objectives

1. Empower business analysts to enhance decision-making.
2. Fundamentally change the culture of IT.
3. Drive operational efficiency and IT resource optimization.

Use Cases

• Data Discovery
• Enterprise Scale Analytics

Business Outcomes

1. Business decisions are now data-driven, an improvement that has fundamentally changed the IT-business relationship.
2. Data visualizations improve inventory forecasting, so customers buy the product they want on the spot.
3. IT resource and time needed to support business analysis has decreased 5x.

Marks & Spencer

- London Stock Exchange: MKS
- Member: FTSE 100
- Headquarters: London, England
- UK stores: 843
- International stores: 486
- 2014 Revenue: £10 billion
- Employees: 85,000

5× REDUCTION
In IT resources and time needed to support business analysis

"With Spotfire, we have the confidence that when a customer goes into one of our stores, they can see the product they want and buy it. The solution helps to ensure M&S is number one."

—Pete Williams, Head of Enterprise Analytics

read the success story »
watch the customer video »
Marks & Spencer »
Objectives

1. Give the business visibility and control of its complex sales model data.
2. Improve management of distributor incentive programs.
3. Optimize analyst resources and data sharing.

Business Outcomes

1. Self-service BI has enabled the business to control its complex data model and forge a strong partnership with IT.
2. Fast identification of customer invoice price data identifies margin leakage and improves the distributor incentive model.
3. Significant improvement in analyst productivity with 80% of their time now spent on real data analysis and 20% on sharing insights.

Use Cases

- Enterprise Scale Analytics
- Data Discovery
- Data Wrangling

"Early in the Spotfire implementation phase, we quickly found outliers, and by acting on them, saved $2 million, just like that."

—Liesbet Wouters, Senior Business Process Expert