

Information Builders helps organizations transform data into business value. Our business intelligence, integration, and data integrity solutions enable smarter decision-making, strengthen customer relationships, improve performance, and drive growth.

# Introducing WebFOCUS 8

Comprehensive, Flexible Business Intelligence Platform



## WebFOCUS 8 – New Capabilities at a Glance

- An Exciting New BI Portal
- Enhanced Active Technologies
- New Charting Engine
- State-of-the-Art Mobile Solutions
- Big Data and Columnar Database Adapters
- Salesforce.com Integration
- Improved Search-Based BI
- Extended Security and Web Services Support

**WebFOCUS 8 makes more data available to more people on more devices than ever before.**

Just like financial or human capital, information yields higher returns the more it is used, shared, and managed effectively. Because of this, IT organizations are uniquely positioned to grow the business by leveraging their information capital in new, more strategic ways. Employees are empowered to exploit corporate data to improve real-time decision-making, discovering new market opportunities, identify hidden behavioral trends, automate and increase the efficiency of core processes, and create value-added information services that generate revenue and loyalty among customers and business partners.

WebFOCUS 8, the latest business intelligence (BI) platform from Information Builders, makes this possible by allowing organizations to leverage their information assets more efficiently and effectively across and beyond the organization, transforming how users access, interact with, and consume information for their strategic, operational, and personal needs.

With WebFOCUS 8, companies can accelerate the delivery of comprehensive and intuitive BI solutions internally and externally, and build rich, secure information systems and

**WebFOCUS 8 is the only BI platform that delivers analytical, operational, and customer-facing BI.**

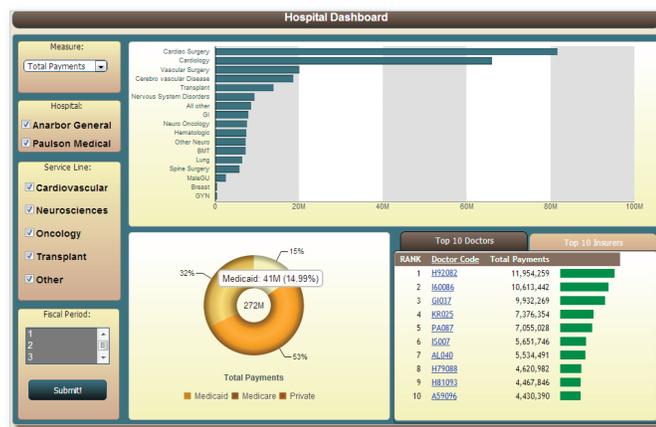
applications that can be deployed internally, in the cloud, on mobile devices, or as software-as-a-service (SaaS) applications. Its unique combination of simplified development, deep customization, robust analytic and visualization capabilities, device and platform independence, powerful security, and unmatched scalability make WebFOCUS 8 the only BI platform that can deliver analytical, operational, and customer-facing BI.

WebFOCUS 8 empowers organizations to:

- **Dramatically accelerate time-to-market** by reducing the complexity associated with building enterprise-scale BI applications
- **Enhance operational efficiency** by embedding vital information into existing processes, workflows, and applications
- **Provide business users with self-service information access** and analysis capabilities never before seen in a web-based BI solution
- **Leverage true “build once, deploy anywhere” mobile BI capabilities**, giving business users the freedom to retrieve information and perform analyses on any smartphone, tablet, or laptop
- **Explore data visually** so analysts and other users can gain new insight
- **Access the widest array of data sources**, both structured and unstructured, including big data, columnar data stores and social media content from inside and outside the enterprise
- **Increase information security**, while minimizing the administration effort for large numbers of internal and external BI users
- **Provide the best mix of functionality, security, and performance** at the lowest cost per user

### Build More With WebFOCUS 8: Innovations to Expand BI

WebFOCUS 8, the industry’s most innovative and comprehensive BI platform, can be leveraged in more ways and by more people – helping companies to use BI more strategically across and beyond the enterprise. It is packed with cutting-edge new features for deploying BI to mobile devices, tapping into insight contained in social media sources, leveraging big data, and more, to provide organizations with everything they need to use their data to optimize productivity, profitability, and competitive advantage.

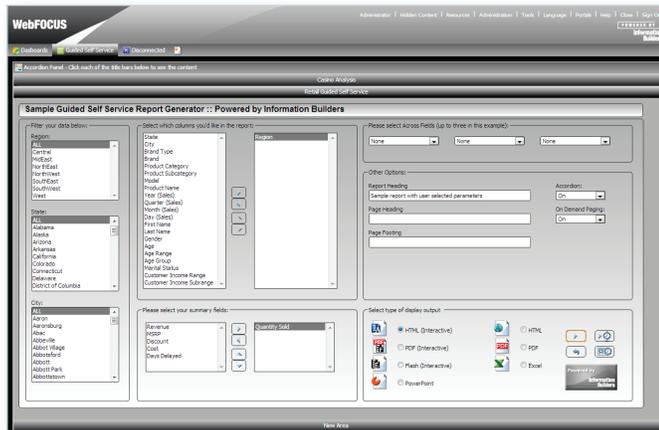


Powerful new features dramatically increase the value of information.

A completely redesigned portal environment makes BI easier and more flexible for all users.

### An Exciting New BI Portal

At the heart of WebFOCUS 8 is a completely redesigned portal environment that borrows the best from Adobe Dreamweaver, Microsoft Expression Studio, and other web development tools. The WebFOCUS 8 BI Portal offers an intuitive graphical user interface (GUI) and workflow for easily creating portal pages with fully customizable navigation, banners, menus, page layouts, display components, and more – without the need to learn web development. Organizations can leverage their existing BI talent to create robust information environments that can be deployed as internal apps, customer-facing apps, or SaaS apps, on private networks, and in the cloud. All content can be fully branded to fit departmental requirements, or supplier and partner corporate identity guidelines.



Business users can quickly and easily custom-tailor their own BI content.

Business and operational users will also be freed from dependence on IT to customize content and make it more relevant to their needs. Specialized tabbed and accordion containers allow users to conserve space, while an intuitive drag-and-drop interface and layout templates enable them to create their own dashboards in self-service mode. Smart, new parameterization capabilities let users build mashups quickly from content in the BI repository, where all content is linked for interactive data exploration and analysis. Enhanced management of color, styles, and themes gives developers and business users the ability to create aesthetically pleasing portals and dashboards without having to rely on designers.



Create compelling portals – without expertise in web development or graphic design.



Build once and deploy anywhere, on any mobile device – but only with WebFOCUS 8's mobile capabilities.

## State-of-the-Art Mobile Solutions

The rise of smartphones and tablets has revolutionized the way information is delivered and consumed. WebFOCUS 8 enables organizations to deploy highly interactive and mobile-exploitive BI apps with the lowest effort, fastest time to market, and lowest TCO.

Rather than force IT departments to choose either native or web apps, WebFOCUS Mobile offers the best of both worlds from a single platform. WebFOCUS 8's "build once, deploy anywhere" approach comprises the following exciting components:

- **WebFOCUS App Studio**, a centralized application development for building and deploying web apps that run on any browser: desktop, tablet, and smartphone
- **Mobile Faves**, a native app container for iOS and Android platforms that makes it easy to organize, access, and interact with your favorite reports and dashboards
- **Active Technologies**, which allows any WebFOCUS report or dashboard to be mobilized with a single click and e-mailed to all relevant users
- **WebFOCUS Magnify**, our unique enterprise search engine, which offers an enhanced interface for mobile devices so users can quickly find information – structured or unstructured – and drill down to the details



Mobile users can access rich, interactive BI content from any device.

All of these tools allow you to simply "turn mobile on," so you get rich BI functionality from device to desktop, without any native app development. As such, WebFOCUS 8 protects your existing investments in technology infrastructure, BI applications, security systems, and human resources, while future-proofing your mobile strategy as device platforms evolve over time.

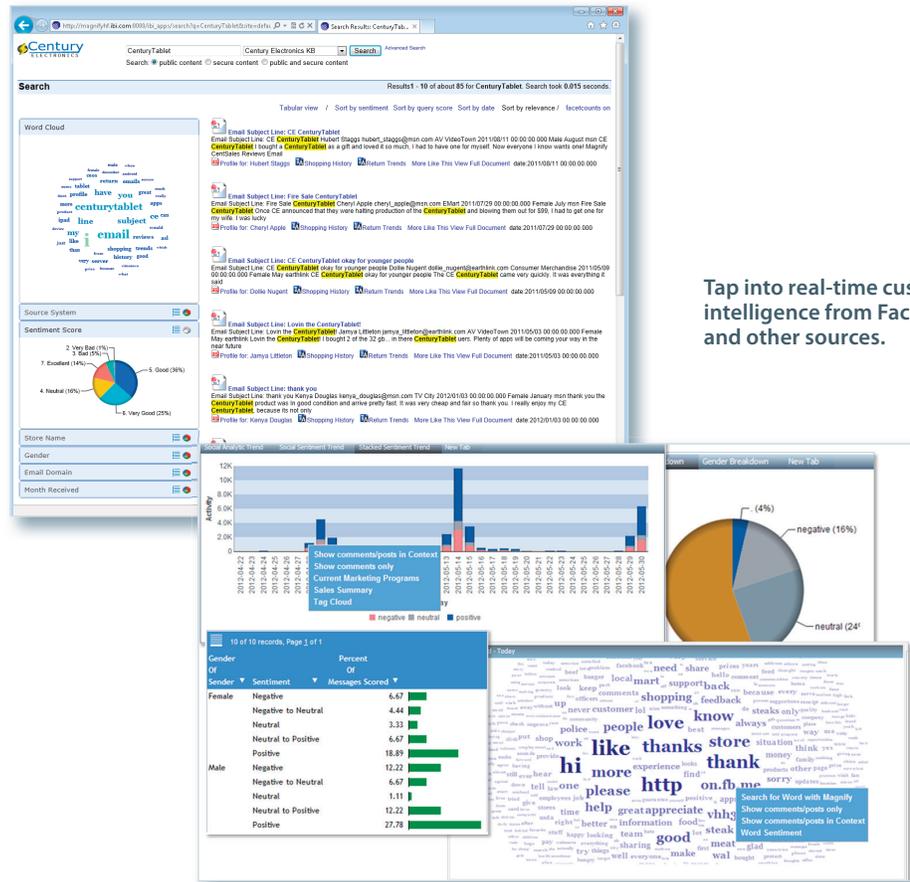
More than 100 unique visualizations and charts provide full interactivity with any data, from any source, on any platform, and on any device.

## Social Media Analytics

### Social Media Adapters

New adapters for Facebook, Twitter, and other social media sites empower users to track and analyze status updates and other customer and employee activities that may impact business. Unlike expensive surveys and polls, which provide insight into sentiment after the fact, WebFOCUS 8 allows organizations to measure and understand how stakeholders feel about their company, products, and services in real time.

Track and analyze what customers are saying about you on social media sites, in e-mails, blogs, and more.



Tap into real-time customer intelligence from Facebook and other sources.

### Sentiment Analysis and Word Analytics

WebFOCUS 8 provides innovative sentiment and word analytics that can be installed inside the firewall, or used as a service in the cloud. With these cutting-edge capabilities, users can understand the sentiment of content found in e-mails, blog posts, text messages, Facebook posts, Tweets, and other text-based sources.

Data is fed to the sentiment analysis server, which returns a sentiment score and other information that can be further analyzed. This provides a better understanding of the meanings behind the data. Users can also display that data in new chart types that make it easy to visualize the words and uncover their relationships.

Access, analyze, and share your big data – faster and from more sources.

View and analyze data in Salesforce.com, or combine it with other information for a more complete view of customer activity.

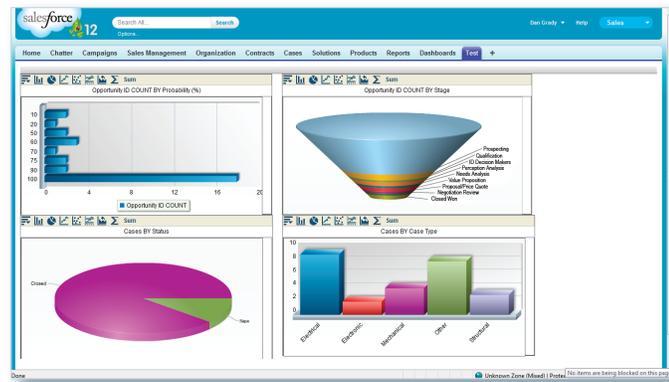
A Google-like interface produces search-based reports from unstructured content, too.

### Big Data and Columnar Database Adapters

No other BI solution can match WebFOCUS 8's range of data access capabilities. New adapters enable access to and analysis of big data stored in the Hadoop Hive and MongoDB databases. Additionally, columnar databases are growing in popularity, due to their inherent ability to analyze large amounts of data faster than their relational counterparts. New adapters for Greenplum, ParAccel, 1010data, and Vertica allow users to efficiently generate queries and reports off large data sources – at rates that are five to 20 times faster than similarly sized relational sources.

### Salesforce.com Integration

Data stored in Salesforce.com the popular cloud-based customer relationship management (CRM) system, can be easily retrieved and analyzed using all the features and capabilities of WebFOCUS 8. The new Salesforce.com adapter is easy to configure, allowing WebFOCUS developers to quickly integrate Salesforce.com data with information from other internal systems.



Empower your sales staff with improved insight into Salesforce.com data.

### Improved Search-Based BI

In addition to structured information, there is a growing demand to access the unstructured content that also exists in most data sources. Search-based BI allows users to use keywords to locate product descriptions in material masters, exceptions in warranty claims, customer service records, call center interactions, and more.

The new format of WebFOCUS Magnify, our enterprise search solution, allows BI developers to create search-based applications the same way they create regular reports. The indexing of unstructured content is triggered automatically, making it searchable through a dynamically generated, Google-like interface for search-based reports that can be accessed via any PC, laptop, or mobile device. Developers can also associate any number of regular reports with searchable content, so end-users can drill down and access regular analytics directly from search results.

## Find Out More

To find out how we can help your company succeed, talk to your local Information Builders representative today. Visit us at [informationbuilders.com](http://informationbuilders.com), or in the U.S. and Canada, call **(800) 969-4636**. To improve your skills with our solutions, visit [education.ibi.com](http://education.ibi.com).

**New information sources make BI available when and where it's most needed, and more secure.**

### Extended Security and Web Services Support

#### New Security Engine

The WebFOCUS 8 security infrastructure has been completely redesigned with more than 140 new privileges, including Resource Templates that allow one-click configuration of common functions. With WebFOCUS 8, organizations can ensure that each user can access only the information and functionality that is pertinent to them.

WebFOCUS 8 is also the only BI platform with the built-in scalability and security needed to support multi-tenancy in cloud-based environments, as well as widely deployed, outward-facing applications that securely separate one client's data from another's.

#### RESTful Web Services Adapter and API

Reporting and analysis can be significantly improved when internal data is combined with information obtained from publicly available Internet sources. WebFOCUS 8's RESTful Web Services Adapter can be configured to tap into any public Internet information, allowing organizations to retrieve and analyze it as if it were just another relational table. This makes thousands of pieces of critical Internet information readily available to WebFOCUS users. With the WebFOCUS 8 RESTful Web Services API, developers can embed WebFOCUS BI content into any operational application without the need for costly rewrites. More than 50 function calls into WebFOCUS are included, so developers can continue to work in their preferred environment to incorporate any WebFOCUS report, chart, dashboard, or alert inside an application or business process.

#### WebFOCUS 8 Requirements

WebFOCUS 8 is available for:

- Windows XP, 7, and 8 (32- and 64-bit)
- UNIX (Solaris, HP-UX, and AIX)
- Linux (x86 and zSeries)
- OpenVMS
- iSeries (OS400)
- zOS

An application server is required for installation. If no application server is available, a version of the open source Tomcat server is included.

Completed WebFOCUS applications can be accessed from any browser. Tested browser platforms include IE, Firefox, Chrome, and Safari.