Data Analytics Challenges

In their quest to become more efficient, agile, and responsive to a dynamic business climate, organizations have been increasingly leveraging data analytics solutions that go beyond data exploration, historical analysis, and reporting. Not only do organizations have to access and manage the continued growth of structured and unstructured data, but they are also challenged to uncover actionable insights in real-time. To this end, organizations have begun to employ cloud-based analytics to extend their data analytics capabilities beyond traditional on-premises business intelligence (BI) solutions.

When asked what data analytics capabilities organizations find most critical, ESG research respondents most often cited cloud-based analytics. Respondents also cited artificial intelligence (AI) and data integration capabilities as more important considerations than traditional BI functions when evaluating data analytics solutions.

Most Important Capabilities of Data Analytics Solutions

<table>
<thead>
<tr>
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<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Cloud-based analytics</td>
<td>31%</td>
</tr>
<tr>
<td>Artificial intelligence</td>
<td>30%</td>
</tr>
<tr>
<td>Data integration</td>
<td>27%</td>
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<tr>
<td>Business intelligence</td>
<td>25%</td>
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Shortening Time to Insight

Organizations that want to extend their competitive edge must employ a solution that enhances both prescriptive and predictive analyses. The solution should bridge all potential data sources—on-premises and in the cloud—into a single platform so that users can perform comprehensive analytics and visualizations. Achieving real-time insights requires AI capabilities to enhance forecasting from historical data and evaluate live data to deliver the most up-to-date actionable insights. TIBCO Spotfire Analytics for AWS offers these capabilities to help organizations develop more holistic insights and make more informed decisions faster. TIBCO Spotfire on AWS:

- Enables end users to connect with data sources within the organization and in the cloud, including Amazon RedShif, Amazon Relational Database Service (RDS), Amazon Aurora, Amazon Databricks, Salesforce.com, Microsoft Excel, Microsoft SQL Server, Oracle, and SAP HANA One.
- Produces comprehensive AI-driven insights, recommendations, and visualizations once data sources are integrated via a single user interface.
- Empowers end-users with inline data wrangling capabilities to merge and clean data before analysis.
- Records the data preparation and analysis workflows created by users, automating them for future use.
- Provides intuitive interfaces to facilitate how data is gathered and analyzed without requiring IT intervention, such as natural language search.
- Simplifies collaboration and data sharing across the organization while maintaining proper security via authentication and authorization capabilities using TIBCO Spotfire Server.
- Allows both geospatial and location analytics by layering multi-level maps (e.g., geographical, stadium, mall) over data to provide deeper context.
- Scales easily based on the number of TIBCO Spotfire instances, each with the ability to analyze an unlimited amount of data.

1 Source: ESG Master Survey Results, 2019 IT Spending Intentions Survey, January 2019.
2 ibid.

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First Look: AWS Marketplace Series: Matillion Cloud-native Data Warehouse ETL Automation and Orchestration

Why AWS Marketplace?

- Choose from thousands of solutions
- One-click deployment
- Pay only for what you use

AWS Marketplace is a digital catalog with thousands of software listings from independent software vendors that make it easy to test, buy, and deploy software that runs on AWS. Solutions are available through a wide variety of delivery methods.

Other benefits include:

- Ready-to-run software.
- Searchable catalog.
- Detailed usage tracking.
- Free trials.
- Simple procurement, no provisioning required.

ESG First Look

- AWS Marketplace brings one-click shopping to enterprise-class IT. Those with Spotfire experience can purchase instances on an hourly or annual basis to access all data analysis and visualization capabilities offered by TIBCO.

- When choosing data sets, TIBCO Spotfire on AWS will detect when similarities occur in data records and recommend merging, cleaning, and combining those sets into one data file.

- Users of TIBCO Spotfire on AWS can begin their analyses by either choosing from a defined data set or visualization type or from auto-recommended visualizations. These options provide users with flexibility in how they want to explore and analyze data.

- The recommend visualizations in TIBCO Spotfire on AWS focus either on the chosen data or their relationship with other variables, helping the user to uncover other possible insights.

- All data wrangling and analysis workflows can be recorded, automated, and edited visually via the TIBCO data canvas, then shared with other users.

Why TIBCO Spotfire?

- Connect all data sources located on-premises or in the cloud via a single user interface
- Perform all data wrangling inline; no need for separate tools
- Enhanced prescriptive and predictive analyses based on AI recommendations
- Facilitate faster time to insight and time to value

The Bigger Truth

Organizations are recognizing the role of data analytics in providing real-time intelligence and customer insight in providing competitive advantage. TIBCO Spotfire on AWS can help to provide such insight. The solution enables organizations to employ the analytics and visualization capabilities developed by TIBCO while integrating multiple data sources located both on-premises and in the cloud, particularly those provided by AWS, including Amazon RDS, Amazon Aurora, and Amazon Databricks.

AWS Marketplace gets you to the cloud quickly and cost-efficiently with preconfigured solutions that expand your capabilities without adding of cost or risk. ESG recommends evaluating TIBCO Spotfire on AWS to enhance your prescriptive and predictive analytics with AI-driven recommendations. This solution enables users to clean and prepare data without the use of separate tools, analyze data across different sources, and provide real-time insight either within or across data sets and variables.

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