

Introduction

InetSoft's Style Intelligence™ is a data intelligence platform. At its foundation is a powerful data mashup engine that enables fast and flexible transformation of data from disparate sources, which can either supplement or obviate a data warehouse solution.

At the development level, a unified interface allows for easy and advanced data manipulation and design of interactive dashboards, visual analyses, and published reporting. At the consumption level, self-service is maximized for a range of users from casual business or consumer-type browsers to power users and data scientists.

As a cloud-ready, fully scalable enterprise-grade platform with granular security, multi-tenancy support, and multiple integration points, it serves both enterprises and solution providers. In either environment, ease of deployment and ease of use are chief development principles that help lower the time investment and total cost of ownership - and make the solution attractive to organizations of any size, with or without BI expertise.

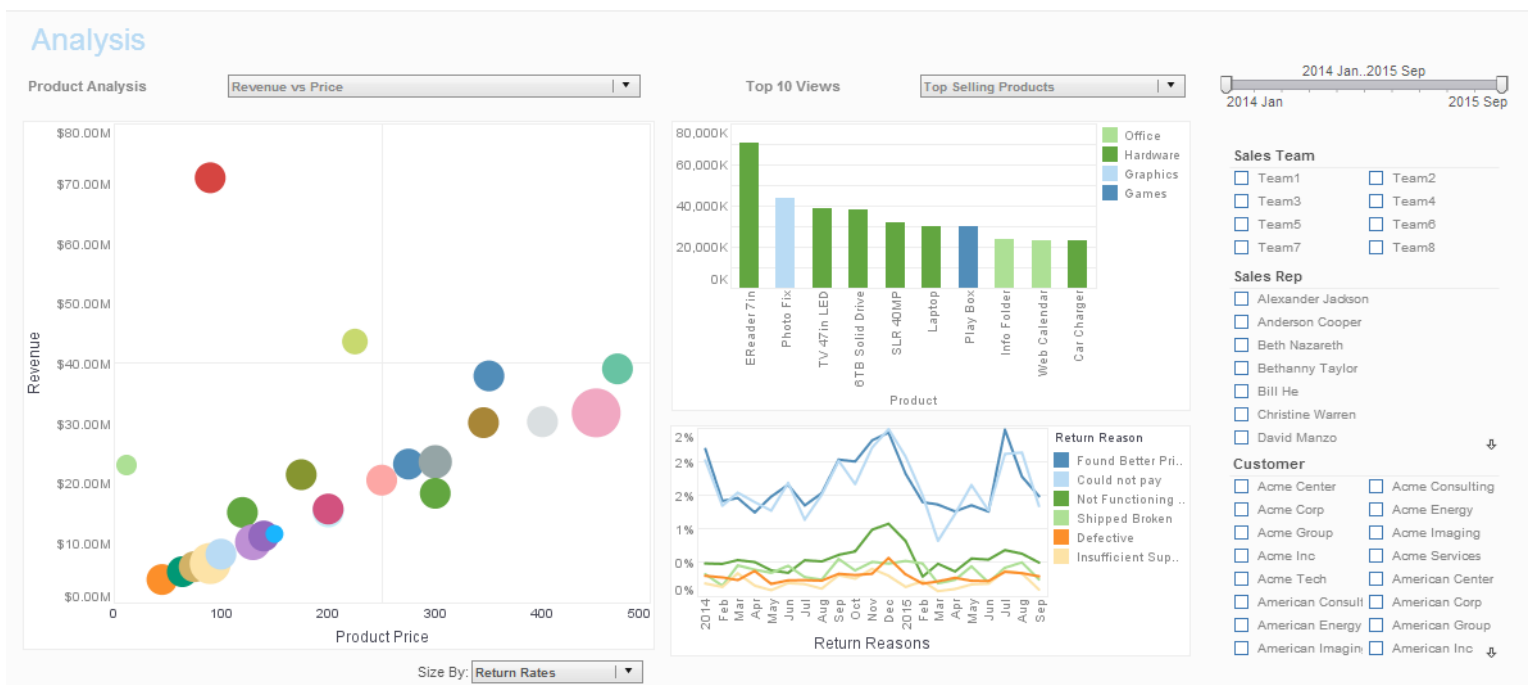
When installed on-premise or alongside a solution provider's application, the small footprint, SOA and Java architecture delivers an embedding and integration ready platform that delivers analytic business intelligence within business processes. Whether running on-premise or hosted in the cloud by InetSoft, the application's versatile analytics engine is built to scale from a stand-alone server to a limitless big data cluster based on Apache Spark/Hadoop.

Administrators have the option of installing a built-in, dedicated Spark/Hadoop cluster or pointing to an existing shared cluster. This open standards-based agile architecture allows organizations to grow into big data gradually as data volume and complexity increases.

InetSoft's advanced visual analytic engine will automatically configure and manage a big data cluster according to user defined visual analytics. This dramatically reduces the big data skills required to deliver big data's power into users' hands.

Lastly, while other business intelligence applications may strive for similar end-user ease-of-use and the compelling-looking visualization technology that InetSoft's solution offers, enterprises and OEMs often select Style Intelligence for its ability to solve data management challenges as well as its IT-friendliness.

An Interactive Dashboard Example

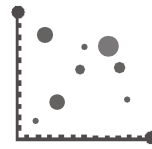


KEY APPLICATIONS:



Monitoring Dashboards

Aggregated information views using intuitive display objects. Give managers the current status with the ability to drill down and investigate.



Analytic Dashboards

Explore data to gain new insights through multi-dimensional visual charting. Simple point-and-click manipulation enables discovery of hidden patterns and relationships.



Mobile BI

Mobile devices such as phones and tablets, including those on Apple iOS, can access interactive dashboards and reports.

Dashboards & Visual Analysis ▶

Interactive Dashboards: View data by creating interactive objects (data selection drop-downs, tables, crosstabs, charts, maps, gauges, thermometers, sliders, calendars, etc.)

Multi-dimensional Charting: Use colors, shapes, and stacked x/y axes to add additional dimensions, displaying more information in a single chart

Multi-charts: Also known as trellis graphs, visual crosstabs, or small multiples; use to compare many series side by side to spot trends or outliers

Maps: Plot summarized data by geography on standard and custom maps

Expression Formulas: Add an expression or formula column using SQL or JavaScript syntax

Highlighting: Conditionally format important information using color or font properties

Brushing: Select data points in one chart to highlight related points in accompanying charts

Collaboration: Annotate data points, share discussions and analyses, reuse others' work

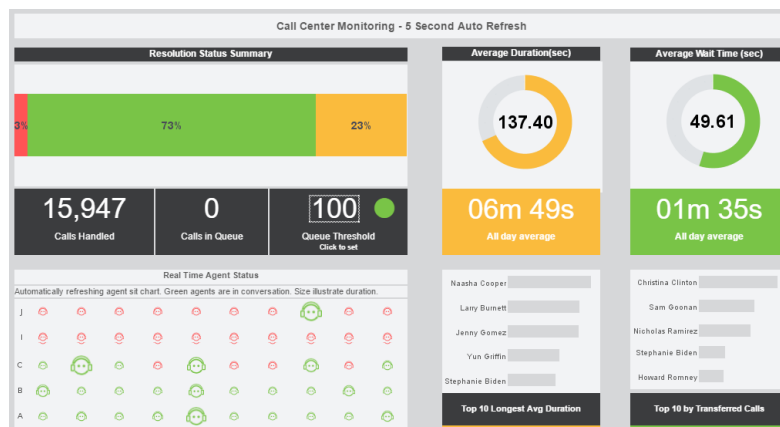
Named Groups: Group categorical and numeric data into buckets or ranges

What-if Analysis: Experiment with scenarios by combining user input with dynamic data

Visual Analysis: Perform multi-dimensional visualization and analysis on OLAP cubes, non-cube data, including Big Data sources. Use point and click interactivity to explore large amounts of data in a single analytical space

Report Integration: Drill down to reports or embed reports in dashboards

An Operational Dashboard Example



Reporting & Publishing

Business Logic: Add server-side JavaScript for run-time presentation control

Modular Design: Combine elements such as tables, charts, and sub-reports, to create a complete report

Scheduling: Monitor and schedule batch report generation with multiple output and delivery channels

Multiple Crosstab Aggregations: Use data aggregation methods like sum, average, correlation, variance, percentage of total, etc. and multiple levels of grouping in both directions

Export Formats: Export reports to PDF, Excel, PowerPoint, RTF, HTML, CSV, XML, and text

Chart Styles: Choose from more than 30 chart styles (bar, pie, line, scatter, bubble, radar, bullet, sparkline, Gantt, heat map, geographical map, etc.)

Formula Tables: Use formulas in a spreadsheet-like manner to present dynamic data exactly as you wish

Parameter Sheets: Simple or multi-level parameter prompting based upon user input

Localization/Internationalization: Translate report contents based on user-selected locale

Special Report Elements: Add sub-reports, multidimensional cubes, report beans, table of contents

Archiving / Versioning: Archive and version reports for historic viewing and comparison

KEY APPLICATIONS:



Production Reports

Publish recurring information to a wide audience through various channels and formats.

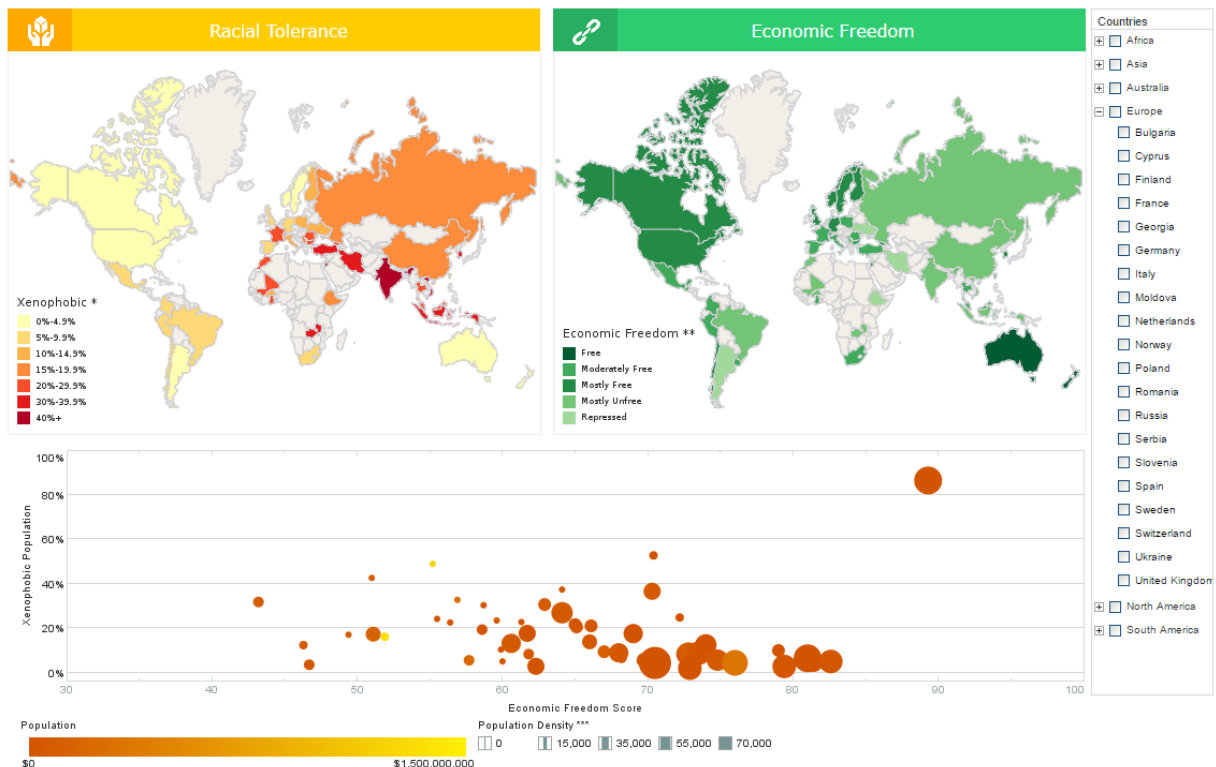
These reports are typically professionally designed with business logic for pixel perfect presentation.



Ad Hoc Reporting

Self-service-oriented data exploration via pointing and clicking for drilling into detail and answering new or unanticipated questions.

A Mapping Analytics Example



Architecture ▶

Speedy data access and data mashups are enabled by Data Block™ technology across a variety of data sources including relational databases, multi-dimensional databases, web services, Big Data sources, ERP applications, spreadsheets, flat files and more.

A data modeler allows for the arrangement of raw data into data items such as models and queries with user-friendly names. Running in a web browser, the Flex-based Visual Composer is a drag-and-drop, spreadsheet-themed tool that allows users to create more sophisticated, fine-tuned, data assets termed Data Blocks which can perform data transformations on the fly.

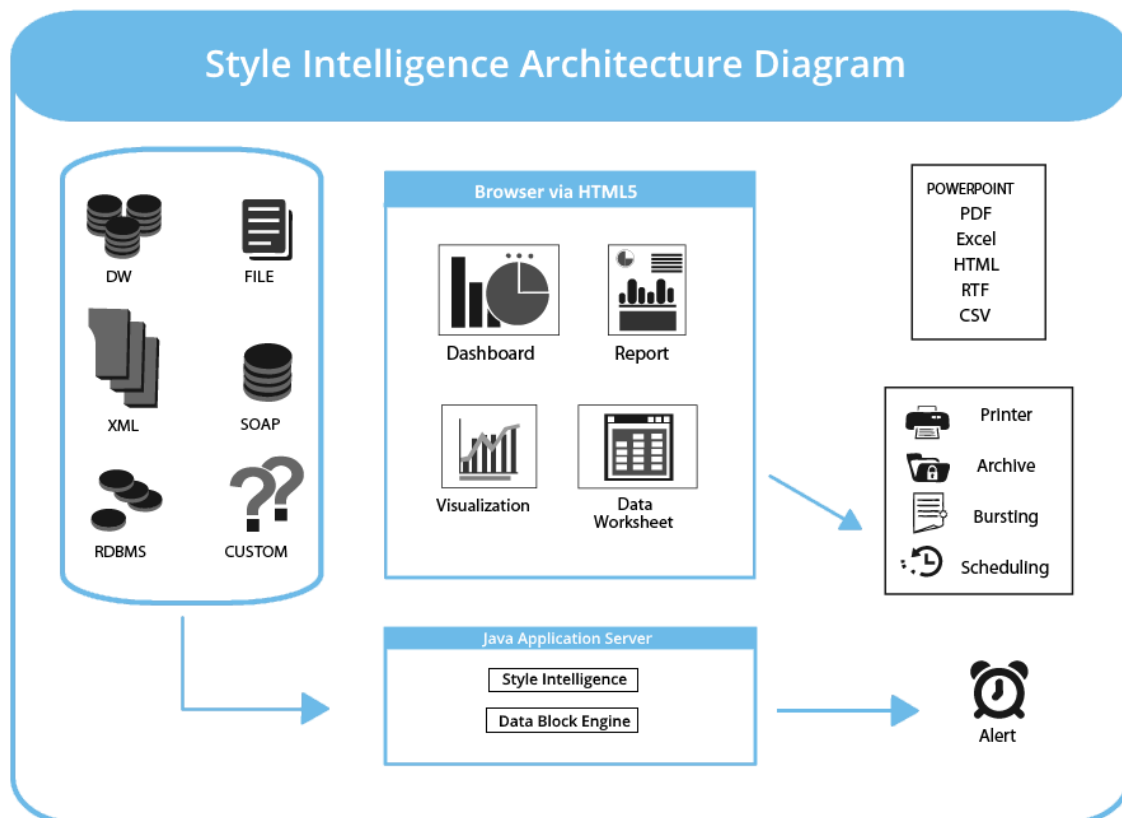
The Data Block transformation and mashup engine is embedded in the Style Intelligence server. For database sources, it takes full advantage of database power by retrieving data directly from the original source, or for big data environments, from the built-in Spark cluster.

Intuitive User Interfaces

End-users' consumption options span from any Android and iOS mobile device to any PC or Mac any HTML5-enabled browser access. Style Intelligence empowers users with simple point-and-click or touch interaction, data exploration and visual analysis, as well as drag-and-drop customization and design using a zero-client tool that matches a desktop experience.

Style Intelligence's fully customizable user portal provides a single access point for dashboards and reports. Dashboards and visualizations allow end users to visualize, interact with, and analyze underlying data. End users are able to personalize their versions of dashboards, saving and sharing particular views via bookmarks. Production reports are designed in a professional Style Studio report design tool and are published for distribution.

The Visual Composer allows power users to customize and create new dashboards and visual reports. Visual Composer is the user tool for selecting data and creating data mashups in a "Worksheet" and visualizations in a "Viewsheet." Giving this data mashup capability to business users, who can even incorporate data from their own spreadsheets, is key to maximizing self-service.



Architecture (cont.) ▶

A **scalable platform** is achieved within the framework of open J2EE standards. Style Intelligence Server is a web application that resides within a Java application server, and can be readily deployed into other servlet environments.

Through the web-based Enterprise Manager, Style Intelligence Server can be easily configured for any demanding environment. Performance-tuning, load balancing and failover are provided through the built-in Spark cluster.

Security over data, presentation objects, and user operations is fully customizable. Authentication and authorization can be provided by Style Intelligence or be drawn from an existing LDAP server or other central security provider.

Integration and embedding capabilities are designed into the Style Intelligence architecture. User interface integration is made simple through the use of web-standard IFrames. Single sign-on, custom schedules, and other backend integration goals can be easily achieved through the rich Java API and SOA web services that Style Intelligence provides.



Scorecards & Alerts

Evaluate key business metrics against preset targets or trends.

Automatically send exceptions for proactive notification so appropriate actions can be taken.



Push & Pull Delivery

Publish reports to a server repository for web viewing and archiving, or schedule email bursts to distribution lists.



Business Processes

Streamline tasks by building web-based apps that unify data display with data input and updating.

Data Access via Data Block Technology ▶

Access Multiple Data Sources: Connectivity to relational databases (JDBC), XML, SOAP, Java beans (POJO), Microsoft Excel and .csv; optional connectors to Spark/Hadoop/HIVE, Google AdWords, Analytics & Docs, Cassandra, Data.Gov, MongoDB, OData, Rest, salesforce.com, and SAP

Database Writeback: Update, insert and delete capability for relational databases

MOLAP Cubes: Supports OLAP applications such as Microsoft SQL Server Analysis Services, Hyperion ESSbase, Oracle OLAP, and SAP NetWeaver

Enterprise Applications: Supports access to salesforce.com, SAP, PeopleSoft, JD Edwards, Siebel CRM, Progress, Google Analytics, AdWords & Sheets, and Microsoft SharePoint

End-user Defined Data Mashup: Combine data within a single data source or across multiple data sources into unified datasets using union, intersection, minus, inner/outer joins, etc.; simple drag-and-drop interface gives business users maximum self-service – a unique capability of Style Intelligence

OLAP Overlay: Create multi-dimensional hierarchies on top of a logical model

Reusability/Collaboration: Reuse objects such as queries, worksheets, viewsheets, and report components for efficient team collaboration

Virtual Private Model (VPM): Create virtual private models to limit data-level access by user, role, or group designation

Platform Performance, Scalability & Integration ▶

Enterprise Management: Remotely administer configuration, security, auditing, performance tuning, and deployment from a web-based interface

Caching: Cache query results and report pages according to customizable parameters

Page Streaming: View report pages as they are generated for quick response time

Bursting: Create one report and simultaneously provide or deliver custom views to different users or roles

Connection Pooling: Share database connections among reports for optimal utilization

Performance Settings: Control maximum concurrent users, cache size, memory optimization, etc. in an administrative console

Auditing: Create log files, track user access, trace asset dependencies, etc.

Portlet Integration: Integrate portlets with any portal software with the JSR-168 or WSRP standards

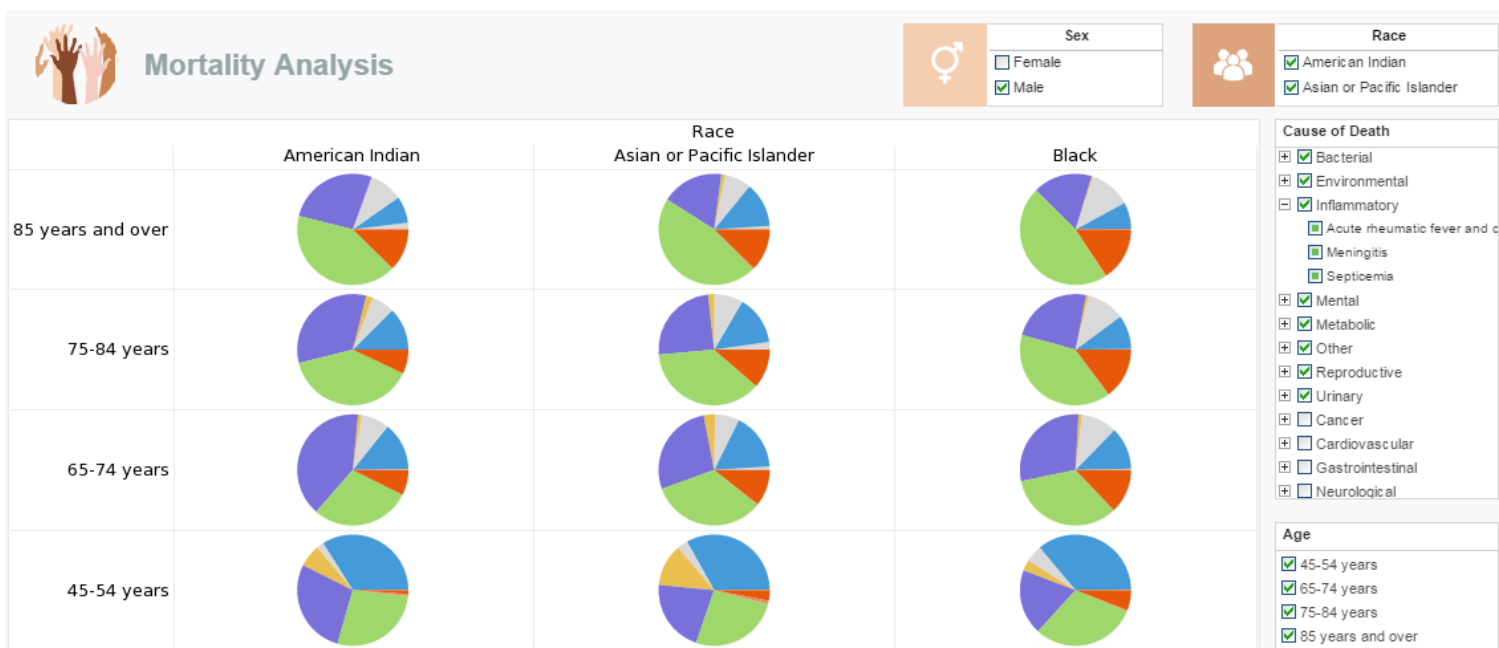
JSP Tag Library: Embed reports into JSP pages using a comprehensive tag library

IIS & SharePoint Integration: Deploy into IIS web server or SharePoint environments

Java API: Integrate with other applications through the InetSoft Java API

Web Services: Access server-side reporting functions for use in an SOA environment

A Visual Analysis Example



SYSTEM REQUIREMENTS

Platform: Intel, AMD, Sun, AIX, AS/400, HP, SPARC, PowerPC, any Java-capable platform

Operating System: Windows (8 or 10), Linux, Solaris, HP-Unix, MacOS, JVM 1.8 through 8.x

CPU: Intel Core i5 or equivalent

Memory: Minimum 8GB

Hard Disk: Minimum 800MB

Application Server: Tomcat, WebLogic, WebSphere, JBoss, any J2EE-compliant server