



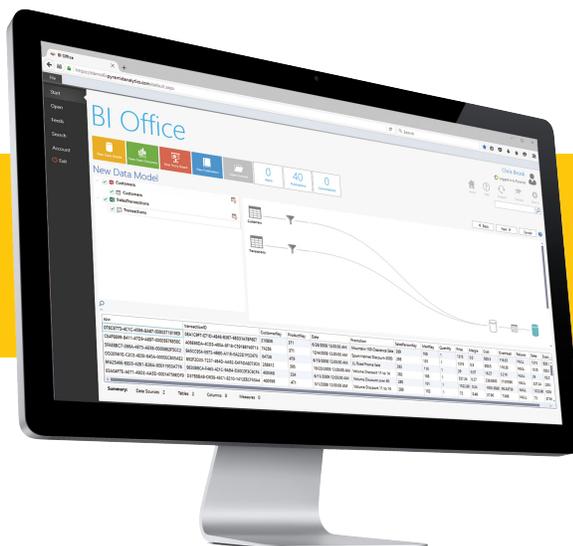
Create Your Own Data Model

Today's user-driven business intelligence tools encourage self-service and promote wide user-adoption across the cloud and desktops. But there are risks when users are left to build data models in ungoverned environments with limited administrative controls. The consequences can be severe: walls go up between groups, data becomes less secure, and IT is left to reconcile different versions of the truth.

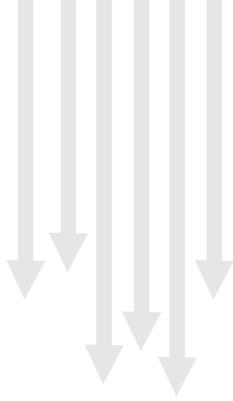
When creating a data model in BI Office, organizations can securely assemble their data together in a governed environment.

Data Modeler allows users to build their own models alongside IT-curated ones and host them

on a server. It also provides administrators with the tools to configure security so the appropriate users have access to timely, relevant data. This gives everyone within the organization the power to make better business decisions.



Model data from multiple sources and combine them within a governed, server-based environment.



“The thing I love is that not just IT people can use it.”

Bring your data together with the BI Office Data Modeler. BI Office is an enterprise-grade business intelligence platform that gives users the ability to build models, customize governance and security, and place data within the right context.

- **Enhance data model governance and security** Data-driven organizations succeed when all users are looking at the same data, not when it is stranded upon hundreds—or even thousands—of individual desktops. With BI Office, the data behind every model is managed on a server and accessed through a web browser; it is never brought to the desktop. No more emailing bulky data files, or posting them to unsecured shared drives. Data models are more accessible, more configurable, more powerful, and more secure.
- **Easily connect to your preferred data sources** Why limit your ability to connect to your data? Data Modeler supports all popular data sources such as Excel, Power Pivot, SQL Server, Salesforce, Google Analytics, ODBC, OLEDB, OData, Salesforce, Twitter, MongoDB, Teradata, and more. With BI Office, users can merge and model data quickly and easily from all of the sources they need.
- **Leverage preconfigured models** Integrating data from web-based sources such as Google Analytics, Zendesk, Twitter, and Salesforce using traditional business intelligence software tools can be painful. Some promise a fully functional model with a single click; others leave users on their own to sift through metadata. Neither approach gives users the data they need. BI Office strikes the perfect balance between guidance and control, providing useful preconfigured models that simplify the modeling process.
- **Empower the end-user** Data discovery depends on models that feature customized data models, advanced hierarchies, and shared business logic. With Data Modeler, users can build advanced data models without code, create hierarchies that feature precise drill paths to match specific business processes, and configure views that can be re-used by numerous users in many self-service scenarios.