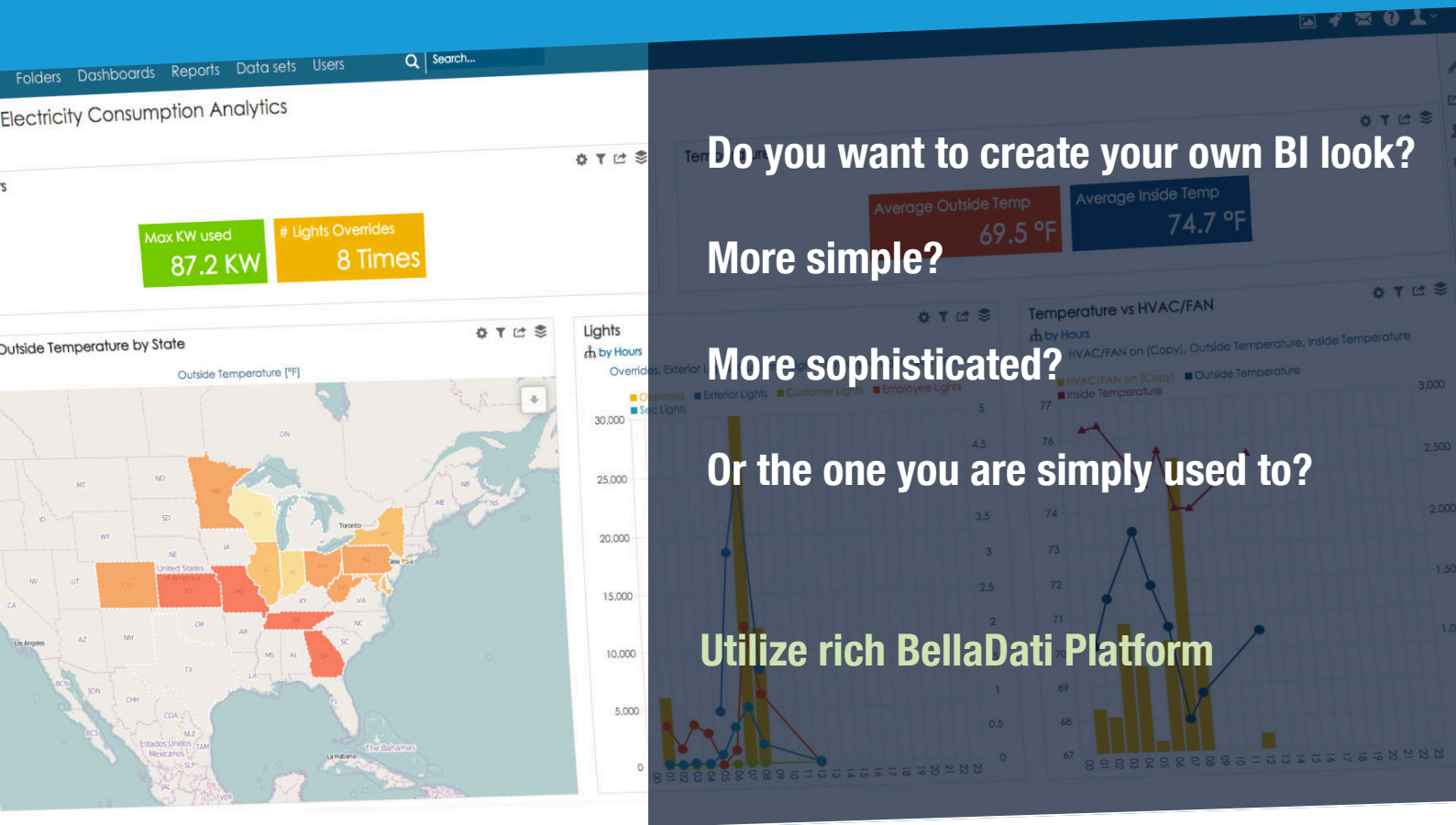


# BellaDati Agile BI

## Extensibility/Customization - BellaDati

### Strong Competitive Advantage

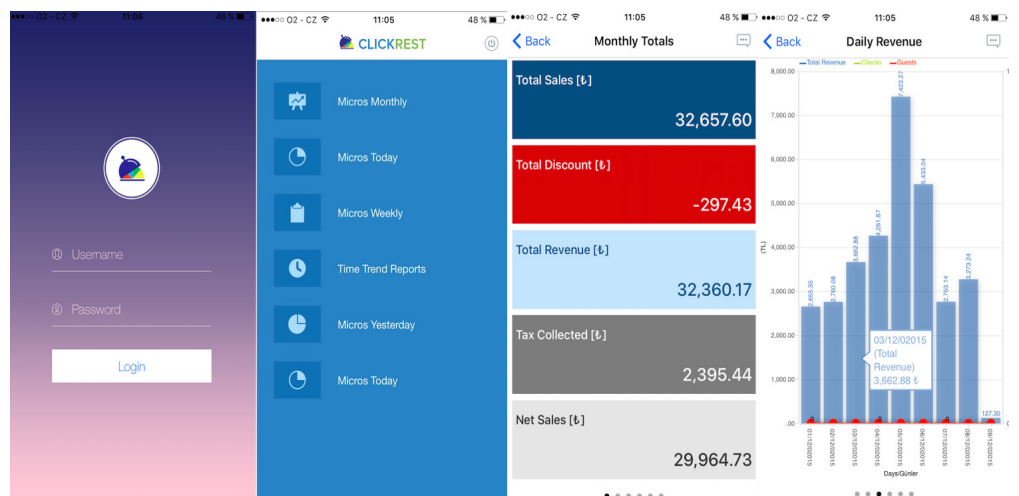


**BellaDati BI is the rich platform, not only out of the box web based BI tool**

Belladati is an enterprise business intelligence platform - not simply the data visualization tool.

BellaDati is a powerful BI data visualization and discovery platform with the governance, architecture, management and developer tools necessary for enterprise deployment.

## Example: Custom analytics for hotels and restaurants



Custom mobile for restaurants and hotels. Available for iOS and Android.

# Use BellaDati Agile BI platform to meet your customer's expectation without compromise

The extensibility is one of the strongest competitive advantage. It is extensible in almost every sense - visualization types, bespoke data sources and functions. Mobile device support is inbuilt, several sharing and collaboration options are available, rich APIs are provided for embedding, and IT can take full control of issues such as data refresh (if relevant), security, authorization and other associated issues. This is an architecturally strong platform capable of scaling in multiple ways, and will address the BI needs of organizations of all sizes. Particularly strong SDK makes BellaDati strong BI platform.

OEMs can use the BellaDati BI Platform, that allows developers to embed BellaDati visualizations into applications through web mashups, or by embedding into custom applications. It includes the same core analytics engine that BellaDati is built on and the full suite of product APIs and rich SDK.

## Example: Create custom menu



# BellaDati Agile BI Platform ensures your effectiveness

Are you afraid that this will cost you too much time?

Example menu above took to our JavaScript programmer half a day and few days for finetuning.

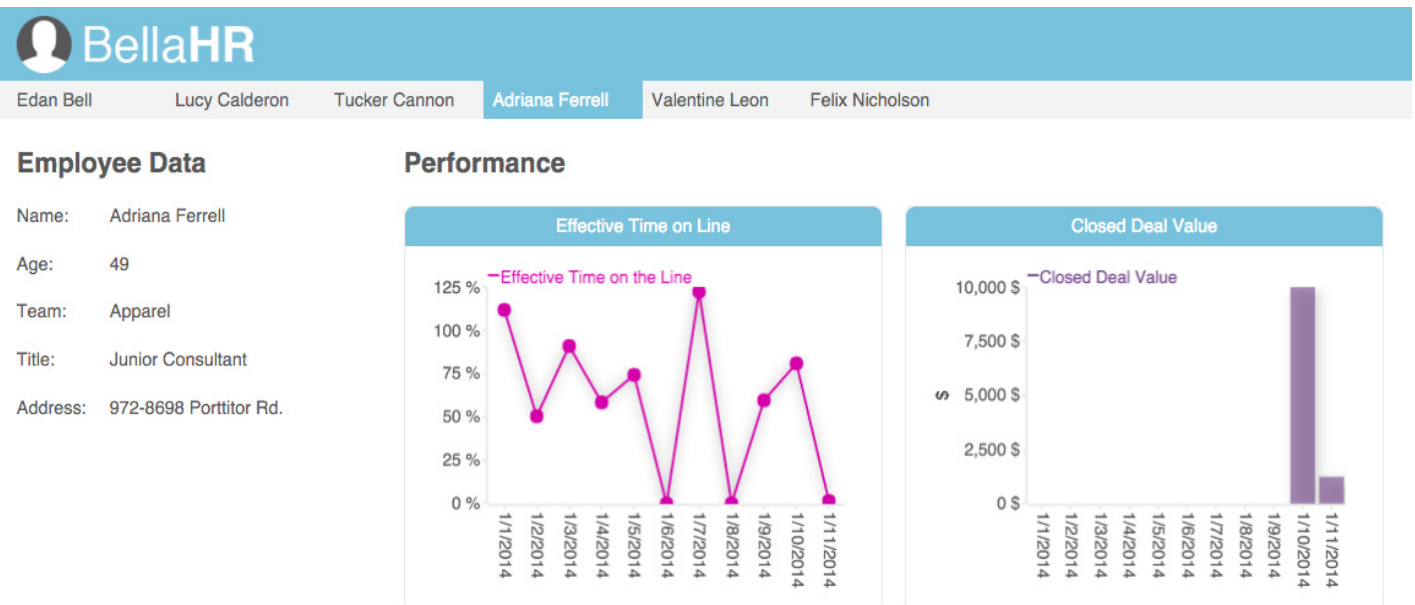
We have the set of ready made looks

And the price matters as well.

With BellaDati you get the best value for your money!

## Example: Extending BellaDati with HR Portal features

This app created via BellaDati SDK is focused on performance of employees. Staff member of HR department just opens the app, select the employee and immediately sees the current performance. Similar application can be used to monitor performance of sales representatives or departments. This app is available here: <http://sdk-demo.belladati.com/bella-hr/>



# Competitive Comparison

There are many other products BellaDati could be compared with (details of major competition pls see bellow), but I in the extensibility features in the product sufficiently that most of the competition will lose out – and so there is not much point. While we are lured into sexy visualization products by attractive visuals, it is the administration, governance and extensibility that really mater. Once these are in place, then we can play with designer color schemes for bubble charts.

Comparing product is always a tricky business, because even products that occupy the same technology space are usually quite different. The best we can do is position.

The tree products most often compared with BellaDati is Qlik Sense, Tableau and Spotfire. All three products are very good at what they do, so let's position:

- Tableau is pure-play data visualization, and offers much the same functionality as BellaDati, in this respect. Its achilles heal is that it is very difficult to extend, and as such is not really the foundation for enterprise BI. Extensibility is critical for real-life enterprise use. So use Tableau of your needs are fairly straightforward, and a more substantial enterprise BI platform is already in place.
- Spotfire once again offers similar visualization functionality to BellaDati. The main difference here is that Spotfire embraces many other forms of analytics (text analytics, predictive analytics, statistical analysis), and can become part of the much broader analytics environment provided by TIBCO. BellaDati on the other hand is more extensible as a business intelligence platform. Belladati has basic statistical and predictive function, has connector to SAP HANA to use its sophisticated predictive functions and can be integrated with specialized advanced analytics and statistical tools as well.
- QlikSense offers similar visualization functionality to BellaDati. The main difference here is that QlikSense includes core data mining engine. BellaDati on the other hand is more extensible as a business intelligence platform and is built as true multitenant cloud to be operated by partners that has many significant advantages for partners and software and service providers.

# BellaDati is Agile BI, Pure Web Application, Complete BI Solution for Manufacturing



## Cloud or On-Premise

Deploy in the cloud or install On-Premise. All you need is web-browser or mobile device.

## Analytics Platform

with API and SDK for creating Embedded Data Solutions. Deliver BellaDati as Your Brand.

## Mobile BI

Pull reports out of your pocket on- or off-line with BellaDati Mobile for iOS and Android. Filter, share and comment or harvest new data on the go.

## Predefined BellaApps

Take the fastest paths. Leverage pre-built dashboards, reports and measures to cut down costs and time.

## BIG Data and Predictions

In Memory Real time Statistics and Prediction with SAP HANA.

## NO-SQL/SQL biz data integration and analysis

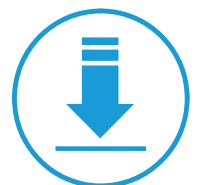
from more than 100 databases, APIs, Cloud Solutions and Social Networks.

## Social network for Data Discovery

Realtime collaboration on the insights. Search, share, copy, export, get notified on data changes.



BellaDati Cloud



BellaDati On-Premise

# Ask for more use cases...

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