



BUSINESS INTELLIGENCE

Birst Connected Data Prep

Move from raw data to trusted analytics

Connected Data Prep from Birst, an Infor® company, delivers business analytics through a user-friendly, visual experience that eliminates the need for complicated scripting. With Connected Data Prep you can network your analytics with data from colleagues, other departments, or your IT organization, enriching your insights for smarter, more trusted decisions.

Generate improved data insights

By utilizing the extract, transform, and load (ETL) process, highly skilled data architects can take data in its native form and organize it into an analytic-ready format. Birst Connected Data Prep, however, takes the power of ETL and puts it in the hands of business people using a very simple process:

- **Connect** to different data sources.
- **Prepare** your data using powerful transformations.
- **Relate** your data with the rest of the Birst network of analytics.

The power to transform data is in your hands

Birst's network of analytics connects people and insights to make your business smarter. Because Birst places all of your data at your fingertips, you can run your business with confidence and avoid disconnected information silos that lead to inconsistent and unreliable data. Birst gives you:

- One-click data extraction using smart connectors for a faster, more reliable experience
- Visual drag-and-drop transformations eliminate the need for scripting
- Data and transformation lineage gives clarity into where data comes from
- Auto-generated semantic layer delivers governance with agility
- Intelligent join recommendations provide faster, deeper insights

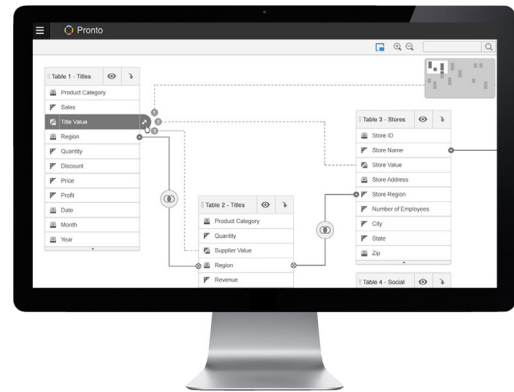
Connect—Access data anywhere

You have data that lives in many places: files, spreadsheets, databases, cloud-based applications and more. With Birst, you can access data from all these sources with one click—no IT support required. Birst employs modern RESTful connectors so the experience is fast, reliable and reusable. With Birst, you can eliminate burdensome data feeds that are difficult to manage and cause inconsistent and inaccurate data.



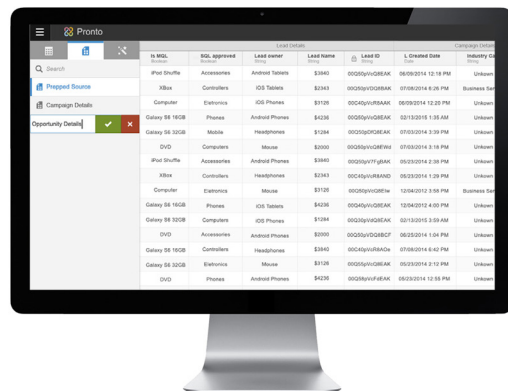
Relate—Enrich your data with networked insights

Birst creates a network of analytics that connect every part of your organization through trusted insights. With Connected Data Prep you can take your prepared data and add it to the network, enriching your insights and those of your colleagues. Birst automatically generates an analytics semantic layer that delivers transparent governance at business speed, so you can make decisions with confidence.



Prepare—Transform data in real time

Cleanse, merge, and refine data using an intuitive, visual experience that instantly shows you how data is changing with each transformation you apply. Drag-and-drop transformations eliminate the need for complicated scripting, and graphical data lineage ensures you can trust what the data means and where it originates.



For experienced data professionals, self-service data preparation makes managing data sources easier, so you can deliver analytic-ready data faster. For business users, when more people can prepare data and collaborate as part of a network of analytics, you can extend your analytic capabilities outside of IT.

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