

## **Visual BI: Innovative Company Helps Customers Look Forward, Think Ahead with Agile and Actionable Business Intelligence**

The promise of Big Data is that it can offer companies unprecedented opportunities for identifying and leveraging competitive advantages. But promises sometimes go unfulfilled. That's been the experience of many executives that have found their BI solutions to be slow, expensive, difficult to use - and not all that insightful.

That dissatisfaction, in part, explains the meteoric growth of Visual BI, one of the nation's fastest-growing firms focused exclusively on providing business intelligence and analytics solutions. Based in Plano, Texas, Visual BI utilizes a KPI-driven, high-performance architecture that is agile, mobile and intuitive. Visual BI's solutions enable a company-wide single version of truth, resulting in an organization fully aligned at all levels in their corporate goals and objectives - a massive competitive advantage.

Visual BI offers comprehensive, end-to-end BI services, including real-time BI, self-service BI, mobile BI and decision analytics. Service offerings encompass industry and domain-specific solutions, custom visualization controls (SAP Dashboards and SAP Design Studio), and cloud-based analytics. Visual BI specialties include SAP BI/BW, SAP Business Objects, SAP HANA and SAP BPC, and visualization tools such as SAP Dashboards, SAP Lumira, Tableau, TIBCO Spotfire - and others.

### **A Different Approach to BI**

The CEO and founder of Visual BI, Gopal Krishnamurthy, recognized the failings inherent in many of the BI tools on the market, typically developed with a traditional bottom-up approach. "Our domain experts lead the process in developing personalized BI services utilizing a user-driven, *top-down* approach," Krishnamurthy said. "We find out what the users want and need; how they want their data to be sliced, diced and displayed. Whatever they want, whatever they need - we have the innovative drive and the technical expertise to make that happen. That's how we create solutions that enable each client company to realize the greatest possible ROI from their BI investment."

Visual BI also ranks among the worldwide leaders in designing and implementing innovative executive KPI dashboards. "Our dashboards offer a unique blend of functionality and usability," Krishnamurthy said. "They provide actionable, real-time information delivered in a visually intuitive format. They distill data from multiple sources and formats. And they can be accessed anytime, from anywhere, with any device."

## **The Future Looks Bright for BI - And for Visual BI**

Visual BI has grown rapidly from its start just four years ago. The Visual BI staff today is a large, rapidly growing team of industry/domain consultants, BI architects, UI designers and dashboard developers. The firm filed its first UI design patent in 2012. And in 2013, its DECCS 1.0 suite achieved SAP-certified integration with the SAP Business Objects BI suite.

Visual BI's solutions are used by many of the leading companies in the retail, oil and gas, manufacturing, chemicals, healthcare and pharmaceutical verticals. Their client list provides confirmation that Visual BI's mix of customized services and best-in-class industry solutions hits the sweet spot in meeting the BI needs of today's companies.

### **Look Forward, Think Ahead**

Not all companies are far-sighted enough to avail themselves of the competitive edge that Visual BI offers. And that heightens the opportunity for those companies that do seek the competitive benefits promised by BI. As Krishnamurthy noted, "If every company could buy a set of BI tools or products, then business intelligence would become so commonplace that the competitive differentiation offered by BI would no longer be a difference maker."

But for those companies that do make the investment in BI, Visual BI provides intelligence and analytics tools that help clients gain a clear competitive edge. Visual BI's intelligence tools provide insights that empower key decision-makers with the critically important ability to look forward, and think ahead. And that's what business intelligence is really all about.