DESTINATION: DIGITAL

MAY 16–19, 2016
MGM GRAND, LAS VEGAS

Inline Data Prep and Visualization – Simplified!

Bob Moore Jr. – vice president worldwide solutions consulting
Thomas Blomberg – senior product manager

May 18th
#TIBCONOW
SAFE HARBOR DISCLOSURE

During the course of this presentation, TIBCO or its representatives may make forward-looking statements regarding future events, TIBCO’s future results or our future financial performance. Although we believe that the expectations reflected in the forward-looking statements contained in this presentation are reasonable, these expectations or any of the forward-looking statements could prove to be incorrect and actual results or financial performance could differ materially from those stated herein.

TIBCO could experience factors that could cause actual results or financial performance to differ materially from those contained in any forward-looking statement made in connection with this presentation. TIBCO does not undertake to update any forward-looking statements that may be made from time to time or on its behalf.
DISCLAIMER

This document (including, without limitation, any product roadmap or statement of direction data) illustrates the planned testing, release and availability dates for TIBCO products and services. This document is provided for informational purposes only and its contents are subject to change without notice. TIBCO makes no warranties, express or implied, in or relating to this document or any information in it, including, without limitation, that this document, or any information in it, is error-free or meets any conditions of merchantability or fitness for a particular purpose. This document may not be reproduced or transmitted in any form or by any means without our prior written permission.

The material provided is for informational purposes only, and should not be relied on in making a purchasing decision. The information is not a commitment, promise or legal obligation to deliver any material, code, or functionality. The development, release, and timing of any features or functionality described for our products remains at our sole discretion.

During the course of this presentation TIBCO or its representatives may make forward-looking statements regarding future events, TIBCO’s future results or our future financial performance. These statements are based on management’s current expectations. Although we believe that the expectations reflected in the forward-looking statements contained in this presentation are reasonable, these expectations or any of the forward-looking statements could prove to be incorrect and actual results or financial performance could differ materially from those stated herein. TIBCO does not undertake to update any forward-looking statement that may be made from time to time or on its behalf.
The following information is proprietary information of TIBCO Software Inc. Use, duplication, transmission, or republication for any purpose without the prior written consent of TIBCO is expressly prohibited.
Slow data is an insight killer!
Today’s topic

Data preparation and data wrangling

One of the most difficult and time-consuming challenges that users of data discovery tools face.
Fast, data-driven decisions!
Agenda

1. The need for data preparation.
2. Data preparation in TIBCO Spotfire®.
3. Demo of the latest Spotfire data preparation tools.
4. Q&A
“Through 2020, spending on self-service visual discovery and data preparation market will grow 2.5x faster than traditional IT-controlled tools for similar functionality.”

IDC FutureScape: Worldwide Big Data and Analytics 2016 Predictions
Data preparation market

Challenges

• Wrangling tools are expected to be self-service and designed for business users.
• Data must be trusted and credible for decisions.
• Increased variety of data formats and sources.

Gartner’s market definition

• Stand-alone Product
• Integrated as part of data science/advanced analytics
• Integrated as part of bi/data discovery/analytics

Envision giving end users a lot of flexibility to pull and use data from a central hub

Forrester 2015
Data preparation for analytics

Data Sources → IT Data Preparation → Analysts Analytics

1. Self-Service Data Discovery
   - Prepare and analyze data using tools that are
     - Easy-to-use
     - Visually interactive

2. Stand-alone tools for Data Wrangling
Two types of inline data wrangling – built right into Spotfire

**Upfront data preparation**

15 extremely valuable minutes

Relevant columns, correct data types, data formatting, filters, joins...

**Inline data preparation**

Inline data preparation really increases the value of time spent

“Wrangle data yourself, don’t wrangle IT!”

Successful wrangling makes it to the data warehouse
Inline data wrangling architectural benefits

• Fewer licenses, reduced maintenance and education costs.
• Keeps one version of the truth.
• Makes it easier to secure data and data environments.
Data wrangling with visual overlay

In Spotfire, the effect of data wrangling is directly confirmed in visualizations, in real-time. Strange-looking recommendations are easily fixed with inline wrangling of the data:

Sales as data type string...

...some quick inline wrangling...

...unlocks the aggregations expected in the visualization.

This document (including, without limitation, any product roadmap or statement of direction data) illustrates the planned testing, release, and availability dates for TIBCO products and services. It is for informational purposes only and its contents are subject to change without notice.

© Copyright 2000-2016 TIBCO Software Inc. All rights reserved. TIBCO Confidential & Proprietary Information.

#TIBCONOW
Data preparation and data wrangling in Spotfire
Q&A

Questions and answers
Come see us at the Spotfire data preparation demo booth!