Jaspersoft

The New Era of Competitive Advantage for Software Companies

Tom Tortolani & Shane Swiderek
DISCLAIMER

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.

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 the information 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.
the apps... they are a changin’
How many miles have I cycled?
Mint

We make the hard data work easy

How much money have I spent?

THE WALL STREET JOURNAL

“The best online tools for personal finance.”
Workday
Go beyond the numbers

How long does it take to place new employees?
What is the common thread?
They understand how users want to experience data

- At-a-glance insights
- Delivered at right time
- Presented in right context
- Easy to customize views
- Actionable
It’s a new way of thinking

Data as a feature
That fundamentally changes applications

**Old World**

your app

analytics

**New World**

embedded analytics

Intuitive visualizations

Answers in context

Actionable data
The bad news?

Delivering the data experience that users want is a complex and never ending journey...
That’s why we built Jaspersoft

A BI & analytics platform designed for software builders

**PLATFORM**

- Architecture agnostic
- API-first approach
- Multi-tenant support
- Open standards
- Customizable (open source)

**DESIGN**
- Pixel perfect reports and visualizations via IDE
- Self-service via browser

**EMBED**
- JavaScript API
- Extensive REST APIs
- Mobile apps & SDKs

**MANAGE**
- Tenants/users/roles
- Repository
- Import/export
- Scheduling/export
the state of embedded BI
What’s Trending in Embedded BI?

BI Meets UX
What’s Trending in Embedded BI?

1. BI Meets UX

2. Infrastructure as Code
What’s Trending in Embedded BI?

1. BI Meets UX

2. Infrastructure as Code

3. Customers Start Making Money with Analytics
What’s Trending in Embedded BI?

1. BI Meets UX
2. Infrastructure as Code
3. Customers Start Making Money with Analytics
4. Immersive Analytics
BI Meets UX

Users are increasingly overwhelmed by the quantity of applications

The average business user does not have time to learn new applications

User experience in BI is about the insights brought forth from seeing data in new, intuitive ways

Software companies now compete on the ability to transform code into products and services.
Customers Start Making Money with BI

In 2016, 96% of the top SaaS vendors included reporting and analytics in their apps.

- **$62** When reports and dashboards are offered in an edition, the average price is $62 higher per user.

- **$526** When custom reporting is offered, pricing jumps by $527.

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 2000-2017 TIBCO Software Inc. All rights reserved. TIBCO Proprietary Information.
Customers Start Making Money with BI
Immersive Analytics

Two separate destinations
1990s

Apps have “reporting” tabs
2000s

Immersed in application experience
now
Our Customers

inQuba
Customer experience management
Seamless

Waggle®
Smart learning platform for grades 2 - 8
Immersive
Our Vision for Smarter Apps
Our Vision for Smarter Apps

Analytics to forefront of app development
Our Vision for Smarter Apps

Analytics to forefront of app development

Context is King™
TIBCO Jaspersoft® overview
What is Jaspersoft?

An embeddable reporting & analytics platform designed for software builders
What is Jaspersoft?

Casual application user

Designed for this audience.
Non-technical, non-analyst user.

An embeddable reporting & analytics platform designed for software builders
What is Jaspersoft?

An embeddable reporting & analytics platform designed for software builders

Casual application user
Designed for this audience. Non-technical, non-analyst user.

API-first approach
Built to 100% web standards, including our award-winning JavaScript API for embedding, visualize.js

What is Jaspersoft?
What is Jaspersoft?

An embeddable reporting & analytics platform designed for software builders

Casual application user
- Designed for this audience.
- Non-technical, non-analyst user.

API-first approach
- Built to 100% web standards, including our award-winning JavaScript API for embedding, visualize.js

Multi-tenant support
- Pre-configured. Manage access and security to data & resources for all your SaaS customers

Jaspersoft

Casual application user
- Designed for this audience.
- Non-technical, non-analyst user.

API-first approach
- Built to 100% web standards, including our award-winning JavaScript API for embedding, visualize.js

Multi-tenant support
- Pre-configured. Manage access and security to data & resources for all your SaaS customers

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 2000-2017 TIBCO Software Inc. All rights reserved. TIBCO Proprietary Information.
What is Jaspersoft?

An embeddable reporting & analytics platform designed for software builders

Casual application user
Designed for this audience. Non-technical, non-analyst user.

Multi-tenant support
Pre-configured. Manage access and security to data & resources for all your SaaS customers

API-first approach
Built to 100% web standards, including our award-winning JavaScript API for embedding, visualize.js

Fits in any architecture
Deploy using any method. Run anywhere and on any thing. 100% open architecture.

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 2000-2017 TIBCO Software Inc. All rights reserved. TIBCO Proprietary Information.
Platform: Meet the Product Family

JasperReports Library
World’s most popular Java reporting library

Jaspersoft Studio
Desktop report designer for creating pixel-perfect reports

JasperReports Server
Powerful BI platform and server
Distribute  Secure & manage  Self-service

Jaspersoft ETL
Data integration for improved reporting & analysis
Reporting and Analytics Overview

TIBCO Jaspersoft® Studio

- Report writer for complex needs
- Multi-page, multi-component
- Pixel-perfect production reporting
- Technical report developer

Ad Hoc Views

- Analysis, slice & dice viewing basic reports
- User defined calculations
- Chart, grid visualizations
- Casual user business user/analyst

Dashboards

- Web responsive, multiple dashlets
- New visuals, reports, ad hoc views, URLs
- Report developer, all user types

Interactive Reporting

- Open existing Ad Hoc reports, reports, or dashboards to view
- Live or cached data
- User can perform report formatting operations on existing content & save changes
- All user types

TIBCO JasperMobile™
TIBCO Jaspersoft direction
Embedded BI: The Way Forward

Focus on **immersive embedding experience** via **Visualize.js**

- Quick to use, out of the box components:
  - Interactive reports
  - Dashboards
  - Input Controls
  - Ad Hoc Views (future development)
  - Ad Hoc Designer (future development)
- Swap in or plug in 3\textsuperscript{rd} party components
- Inherit CSS styling
Ad Hoc View with Visualize.js

Give non-technical, non-analyst users the ability to intuitively control the data that powers entire application views.

Immersive BI

 Seamlessly embed Jaspersoft Ad Hoc Views into applications
Ad Hoc View with Visualize.js

Key features:
Jaspersoft Ad Hoc Viewer could be embedded with Visualize.js

New functionality / capabilities:
Give non-technical, non-analyst users the ability to intuitively control the data that powers entire application views.

Significance:
A powerful new way for software builders to make data intuitive and actionable to application users.
embedded BI
(visualize.js)
demo
thank you
Where to go next?

- **New to Jaspersoft?**
  - O’Reilly Book: Embedding Analytics in Modern Applications
  - Download 60 day trial

- **Existing customer?**
  - Live API samples for visualize.js
  - GitHub repo for Fresh Delivery
  - Attend Jaspersoft Day
Check Out Fresh Delivery Sample App

github.com/TIBCOSoftware/JS-FDSample

jaspersoft.com/fresh-delivery
Live API Samples for Visualize.js

github.com/TIBCOSoftware/js-visualize

community.jaspersoft.com/project/visualizejs
Samples

• Ad Hoc Views
  • Basic Visualization
  • Set Visualization Types
  • Hyperlink on a row
  • Grid styling with CSS

• Input Controls
  • Bind cascading input control with report
  • CSS overrides with Input Controls (all types)