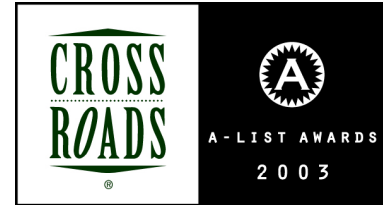


Spotfire, Inc.

Somerville, MA

Spotfire DecisionSite Posters

➤ Guided Analytic Platform



CUSTOMERS AT WORK

Large oil and gas exploration firms and a life sciences software company were among the reference customers. Strategic objectives included:

- Quickly spotting relevant information in large data volumes, especially anomalies and outliers
- Broadly discussing the results
- Making better decisions sooner

WHY SPOTFIRE?

The Spotfire DecisionSite platform improves the quality of technical and business decisions with its interactive visual analysis. DecisionSite Posters enable the capture, storage, and sharing of analytics and discussions. DecisionSite interprets massive amounts of multiple-sourced data and can graph up to six dimensions of data in each visualization using the x, y, and z axes as well as color, size, and shape. DecisionSite Posters enables domain experts and decision makers to share analysis information. The searchable Poster Library organizes the decisions into subcategories by team, expertise, geography, or content. An Annotation Board captures domain expertise. DecisionSite Analysis Clipping is published to a team to join the analytic session via a browser. This context sharing results in a better decision process and faster, higher quality decision making.

COMPANY INFO

Spotfire is a private company with 180 employees.

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www.spotfire.com

BUSINESS IMPACT

Near-term value: Spotfire customers are running complex scientific and business analyses that generate haystacks of data. Finding the needle is a challenge to conventional methods. Spotfire DecisionSite's graphical visualization quickly reveals crucial outliers and anomalies. For a pharmaceutical customer, for example, only 1 in 100,000 data points will ultimately be important to the drug discovery process. Missing or misinterpreting that one crucial data point creates delays and inefficiencies. Every day shaved off development time saves the company \$1 million.

Enterprise innovation: With DecisionSite Posters, companies can more easily share, discuss, approve, and act on analyses and decisions. Posters are snapshots of an analysis that can be posted for review and subsequently manipulated by other team members while maintaining an audit trail of the discussion. Users can dynamically change variables in the analysis instead of having to ask for new graphs for different views of the data. This empowers upper management to change variables and understand the impact to the business. Reference customers rave about the product's ability to answer what-if questions. After using DecisionSite Posters, one reference customer reorganized into asset-focused teams to better serve the company's goals.

Technology gains: DecisionSite makes short work of integrating multiple, large data sources. It surpasses Excel's abilities in management-friendly presentation—without the reformatting.

SUCCESS FACTORS

Project strategy: DecisionSite provides more power and has a wider range of applicability than other business intelligence analysis, graphing, and reporting tools. In order to understand, grasp, and exploit this additional power, there must be a core group able to think outside the traditional tools. They develop the role-based Analysis Guides for others to use.

Skills: DecisionSite enables the skills of a core group of primary users to be leveraged effectively through broad discussion and action. DecisionSite Posters requires little additional training beyond that required for the base product, DecisionSite.

Resources: DecisionSite Posters was typically justified on the basis of (and has delivered) a faster time to market.

Fit: DecisionSite Posters is an excellent fit for any company that has business teams trying to decipher and act on complex data.

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ABOUT THE CROSSROADS A-LIST AWARDS

The Crossroads A-List identifies the best newly proven products and services transforming business today. Winners are determined after an analysis of the vendor's strategy followed by confidential, in-depth interviews with early adopters.