

Key Differentiators

What sets Ideal-Analytics apart from traditional BI tools.

Ideal-Analytics is a suite of software tools to glean information and therefore knowledge, from raw data. Self-service, real-time, on-demand ad-hoc analysis and high performance exploration functionality with plug-ability, scalability & security, available in both SaaS and on-premise model

1 On-Demand Self-service Analytics

Ideal Analytics incorporates an on-demand analytics methodology. We have moved away from traditional data-warehousing concept of transforming and loading transactional data from OLTP (or other data sources) to OLAP, and querying the data-marts with proprietary languages like MDX. Instead, we just load (without transforming) the transactional data into columnar storage and create an interactive and complete visualization over the aggregation of the transactional data with the help of standard SQL queries. This approach has the following advantages.

- ✓ We do not need any analysis storage (like OLAP store) and are not dependent on specific technologies like MDX. Instead we create interactive visualizations with the help of SQL queries, but without compromising performance as compared to OLAP store, by using columnar stores.
- ✓ There is no design phase for analytics views, as opposed to traditional data-warehousing tools, which need customized design models (created by tool consultants) to create the views on. In Ideal Analytics, the users themselves (administrative as well as end users) can configure the data-sources and interactive views are created off-the-shelf.

Another advantage of this approach is micro batching for frequent incremental update, making real-time or near real-time analysis possible in many situations. This is practically impossible for traditional systems with OLAP storage for data warehousing.

2 Large Data Handling

Most of the existing BI tools in the market has the limitations on volume of data and analyzing those in real-time. Ideal Analytics wins the race at ease in this aspect and can analyze millions of records on-demand with its unique data loading optimization technique.

3 Performance

Ideal Analytics provides lightning-fast performance with the help of:

1. Columnar storage for analytics data for quick data retrieval.
2. Unique data loading optimization technique to minimize the data traffic.
3. In-built query optimization engine with intelligent caching mechanism.

4 Data Load and View Update Strategy

Ideal Analytics has the capability to load data to its column storage both on-demand (pull) and automatically by receiving the data (push).

Pull strategy: This methodology is primarily used to reload the complete data-set. In case, the backing data-source allows installation of custom agents (e.g. a database agent installed in the source RDBMS, which has the capability of providing incremental data-set), this strategy will cater for on-demand incremental data load.

Push strategy: In case, the source data-store allows for installation of real-time synchronizing agents, ideal Analytics can listen for updates in the datasets and update the data-sets on a real-time basis.

The Ideal Analytics view has the capability of updating the view automatically, in case the underlying data-set is updated (as mentioned above). The view update frequency can be configured while configuring the dataset, according to the nature of the dataset.

5 Vertical specific adapter architecture

Ideal Analytics provides an API base for developing a custom connector to a proprietary data-source/system. As a result, analysis of data stored in a proprietary system becomes easy with quick turnaround time for development. It also provides out of the box implementations of industry standard platforms like Sales-Force.

6 Enterprise Scalability

Ideal Analytics servers are linearly scalable. Ideal Analytics instances are mostly stateless, backed by centralized and replicable instances of RDBMS storage and columnar storage and fronted by High availability proxy server and hardware load balancers. The only state-full nature of the server is the authentication state, i.e. login sessions, which are by default distributed cache enabled. So, a new Ideal Analytics server instance can be added to the existing cluster seamlessly, to scale up the performance.

7 Flexibility in Analysis

Ideal Analytics provides several layers of flexibility in analytics to suit diversified user requirement. Following are some of the techniques it provides:

1. Expression builder and JavaScript Engine allows user to inject custom logic (derived dimensions and facts).
2. Ability to define custom behavior (like semantics of sorting) for special categorical data.
3. Ability to define calculations over aggregations with expression language, along with editor support.

8 Externalization

One-click externalization of dashboard items (for embedding in proprietary applications/web-sites/live documents, PDF, PPT etc.) makes it very unique and flexible. For example, a complete set of dashboard items

can be embedded in a PDF document and the same can be distributed / shared. The dashboards within the document get automatically updated to reflect the latest data.

9 Implementation Time and Cost

Ideal Analytics can be implemented in hours, days or weeks compared to months in traditional OLTP based systems.

The total cost of ownership of Ideal Analytics (including implementation and maintenance) is a fraction compared to traditional BI tools. The bundled license includes the columnar database and no separate license is needed for it. Ideal Analytics is available in both SaaS and on-premise model. SaaS model helps small/medium sized companies to implement Ideal Analytics with a very affordable monthly subscription (depends on the usage). For large enterprises, dedicated on-premise installations are provided.

10 Platform Independent

Ideal Analytics is platform independent. It provides the flexibility of installing it virtually with any hardware and operating system as per customer's preference.

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Analytics On-Demand

www.ideal-analytics.com

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