# Getting Acquainted with Incorta
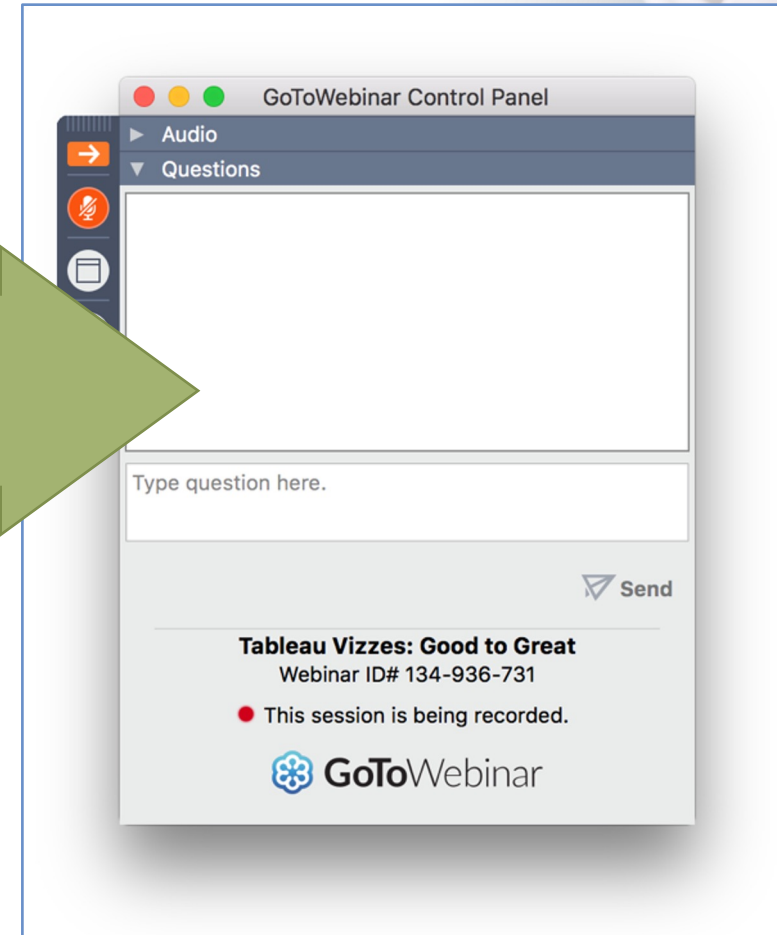
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**Tableau Vizzes: Good to Great**
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**Topics**

Analytics Connector
Cross Vendor Comparisons
Dashboards Reporting & Visualizations
Data & Cloud Architecture
Data Prep & Modeling
Deployments & Performance
Optimization
IBM Analytics & Cognos
Microsoft Azure & Power BI
Security, governance & administration
Snowflake
Tableau

Webinar
**6 Ways to Publish &
Share Tableau
Dashboards**
How-to demo and discussion of
pros, cons and considerations

Webinar
**How to Successfully
Implement Self-Service
Analytics**
Agile, governed self-service BI
with a focus on Cognos analytics

Webinar
**Creating a Power BI
Report Your Boss Can
Navigate**
How to design a user-friendly nav
experience

Webinar
**Power BI Report Builder &
Paginated Reports**
Creating pixel-perfect reports for
printing and PDF

Webinar
**Using Python with Power
BI**
Learn the basics, including the
software and plotting libraries

Webinar
**Streamline Cognos
Migrations and
Consolidations**
Automatically decode Cognos
content and reduce migration
time by 90%

# Agenda

Introductions

Challenges to accessing timely insights

Incorta's unified platform

Demo

Senturus overview and additional resources

Q&A

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# Introductions

**Michael Weinhauer**

Senior Sales Engineer
Incorta

**Mazen Arar**

Director
Business Development
Incorta

**Steve Reed Pittman**

Director
Enterprise Architecture and Engineering
Senturus, Inc.

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# Poll #1

What are your core systems of record (ERP/CRM)?

- Oracle

- NetSuite

- SAP

- Salesforce

- Other

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# Poll #2

What are the biggest challenges in your existing analytics environment?

- Time to insights (long ETL pipelines, backlogs)

- Difficulty responding to changes (new questions, fields)

- Inability to drill from high-level KPIs to granular details

- Lack of self-service

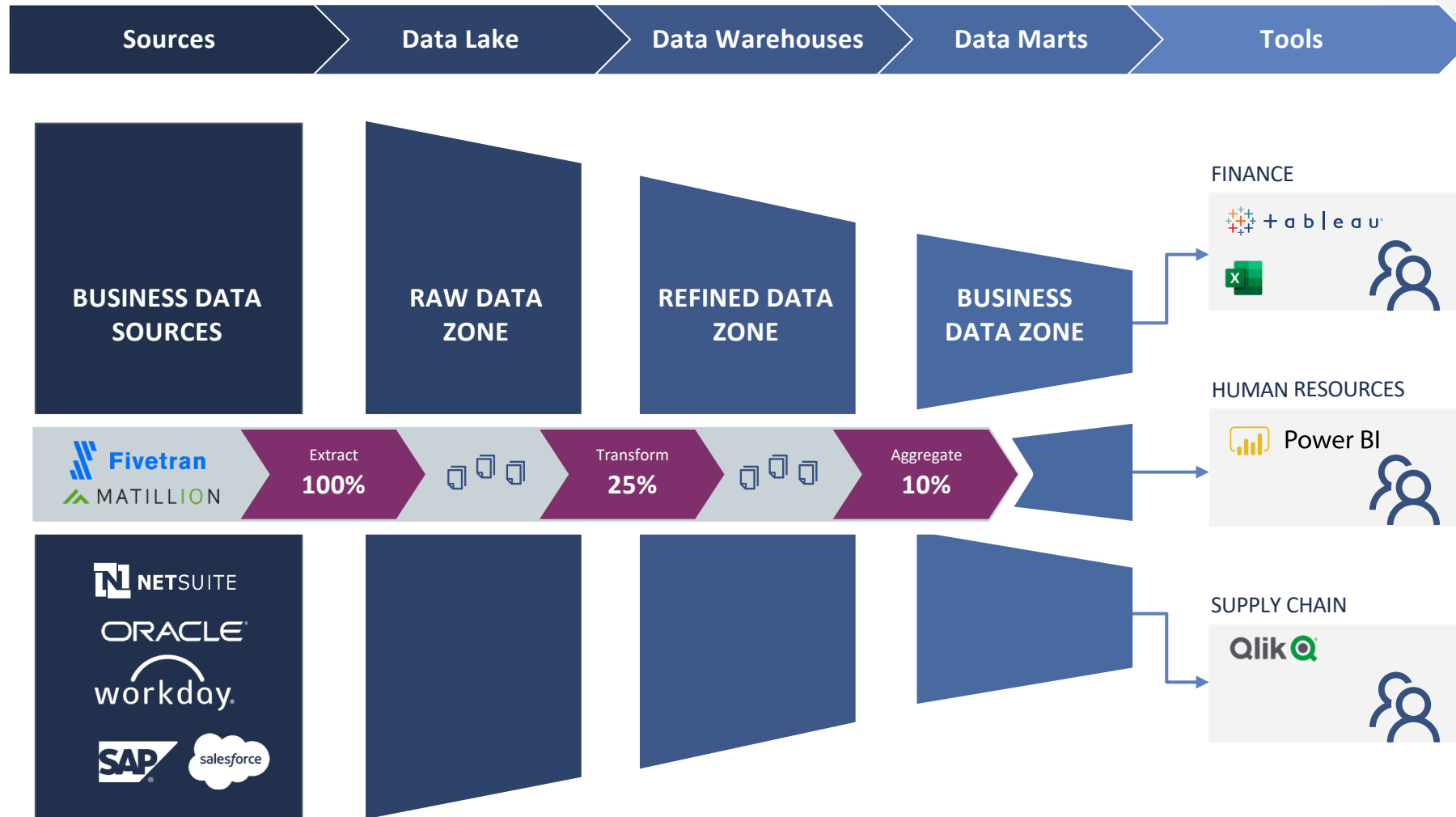- Other

# Does This Sound Familiar?

Do you need to...

**1** | **Make data-driven decisions NOW**
(while they are still relevant)

**2** | **Connect ALL your data for a complete view**
(then drill down to the details)

**3** | **Reduce the burden of analytics on IT**
(by empowering business users)

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# "Modern" Data Architecture
## A Complex and Inflexible Nightmare That Limits Insights from Perishable Data

| Sources | Data Lake | Data Warehouses | Data Marts | Tools |
|---|---|---|---|---|

**BUSINESS DATA SOURCES**

**RAW DATA ZONE**

**REFINED DATA ZONE**

**BUSINESS DATA ZONE**

Fivetran
MATILLION

Extract **100%**

Transform **25%**

Aggregate **10%**

NETSUITE
ORACLE
workday.
SAP   salesforce

FINANCE

+ableau

HUMAN RESOURCES

Power BI

SUPPLY CHAIN

QlikQ

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# Incorta's Vision ⤳ Transforming Businesses
## With a Uniquely Agile Approach to Delivering 100% of Your Data for Analytics

**THE "MODERN" WAY**
Bringing data to BI

**Question!**

**Call IT**
Get on a list

**New Data?**
Weeks of work

**Transform Data**
Lots of SQL/ETL

**Prep Data**
Cubes & Marts

**Ready!**
Only a few weeks later!

**Do it all again for every new question**

**THE AGILE WAY**
Bringing BI to the data

**Question!**

**I see it already and I can load it myself**

**New insights within minutes**
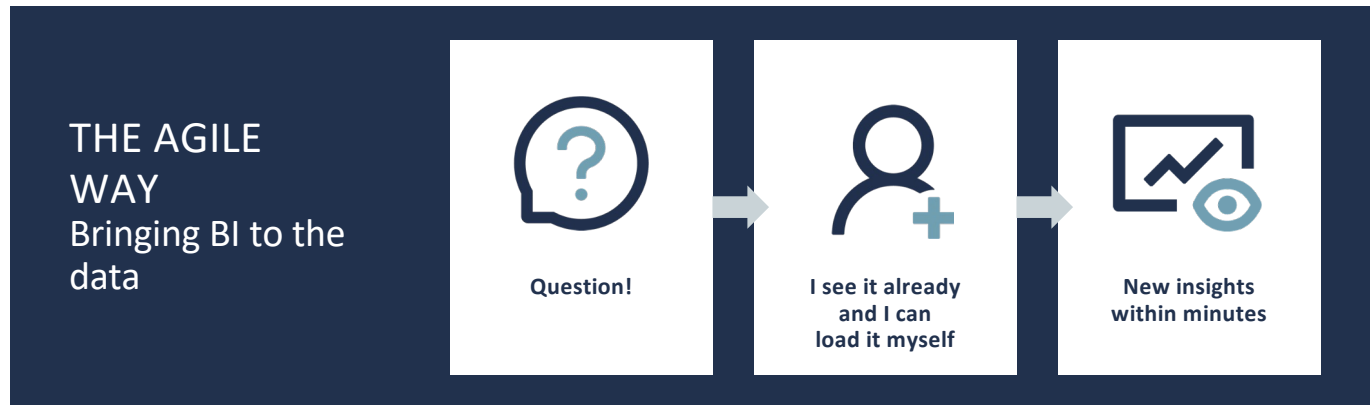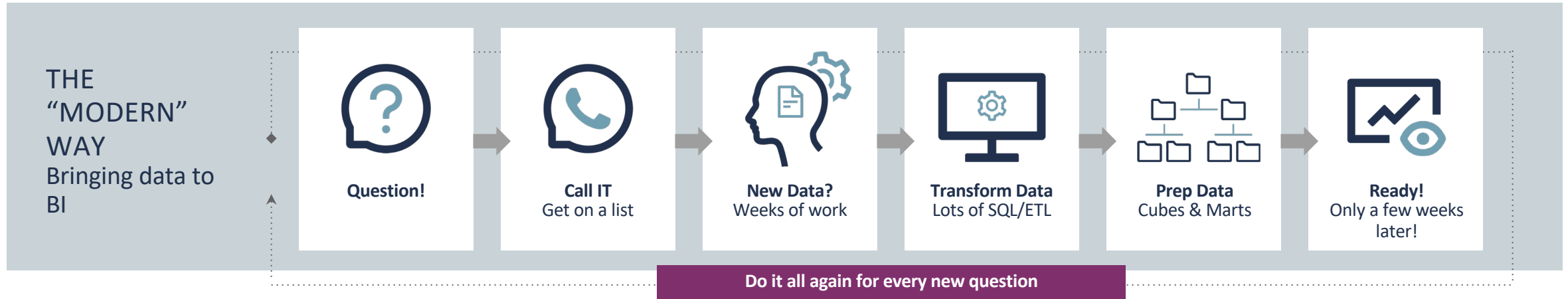
# The Shortest Distance Between DataSource & Insight

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# Unified Data Analytics Platform
## Powered By Direct Data Mapping

| DATA SOURCES | UNIFY & ANALYZE IN A SINGLE PLACE | VISUALIZE AS YOU LIKE | INSIGHTS IN SIGHT |

**Application Data**

**Database Systems**

**Data Lakes**

**incorta.**
Direct Data Mapping

**Incorta Visualization Suite**

Power BI
tableau
MicroStrategy
Excel

**Business Analysts**

**Data Scientists**

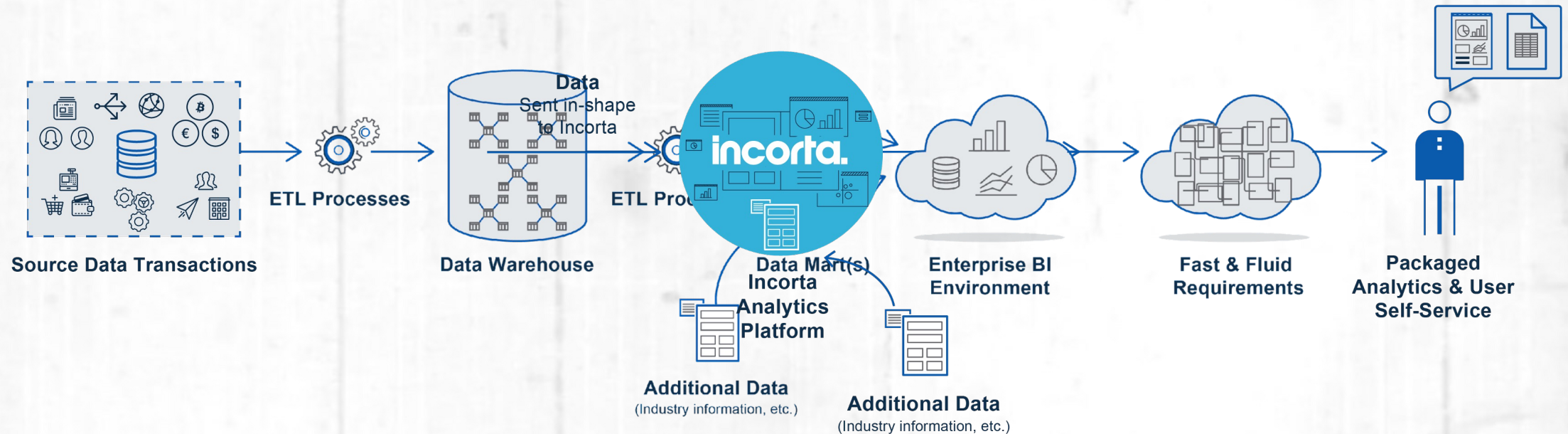**Executives**
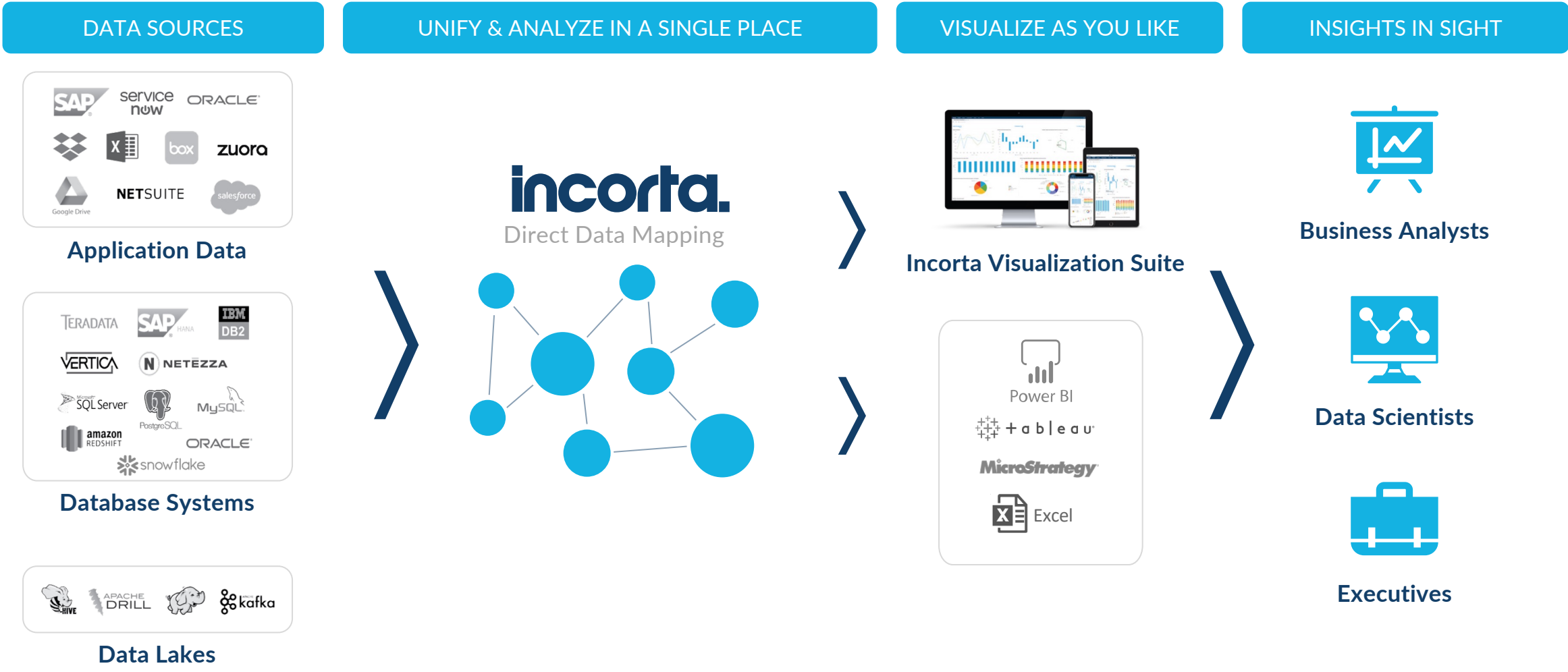
# Built for Agility - No Data Transformations or Aggregates
## The Traditional Way Vs. The Incorta Way

**Source Data Transactions**

ETL Processes

**Data Warehouse**

Data Sent in-shape to Incorta

ETL Processes

**Data Mart(s)**
Incorta Analytics Platform

**Additional Data**
(Industry information, etc.)

**Additional Data**
(Industry information, etc.)

**Enterprise BI Environment**

**Fast & Fluid Requirements**

**Packaged Analytics & User Self-Service**

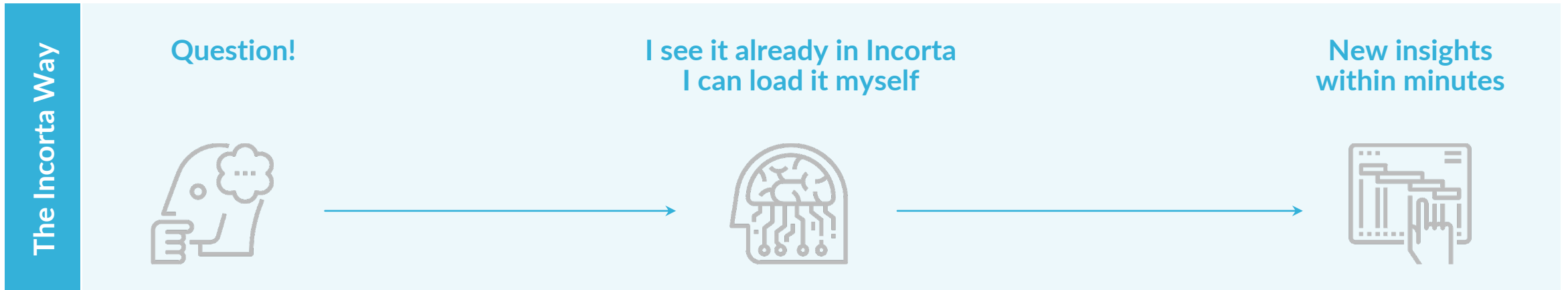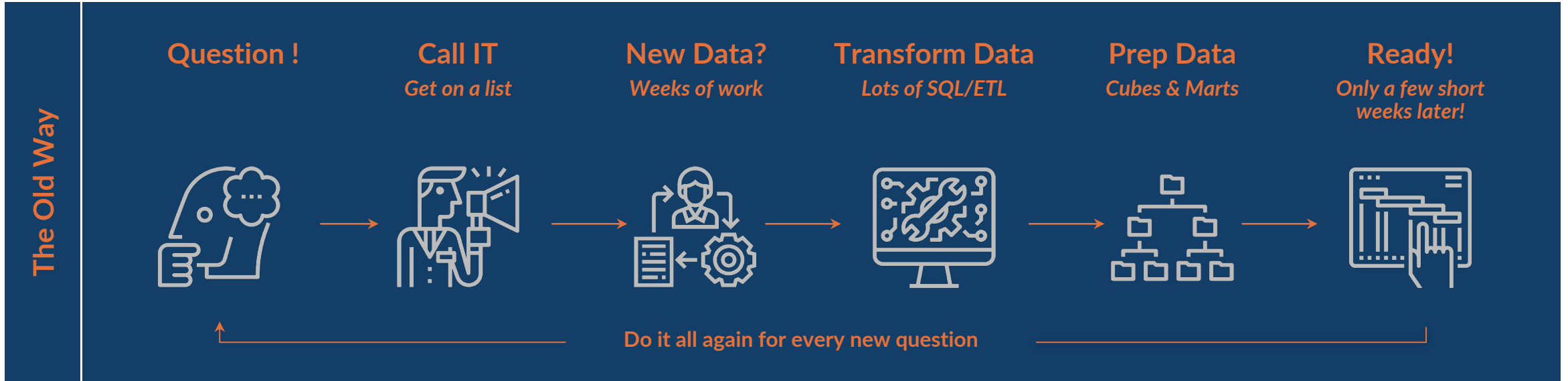**Simplified and progressive**

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# Incorta: A Simplified Platform Built for Agility
## No Data Transformations or Aggregates

**Sources**

**Unified Data and Analytics Platform**

**BUSINESS DATA SOURCES**

NETSUITE

ORACLE

workday

SAP

salesforce

Ingest **100%**

Analyze **100%**

FINANCE

tableau

Excel

HUMAN RESOURCES

Power BI

SUPPLY CHAIN

Qlik

- Maps data directly to the source
- Eliminates traditional transformation & aggregation
- Delivers 100% of usable data to business
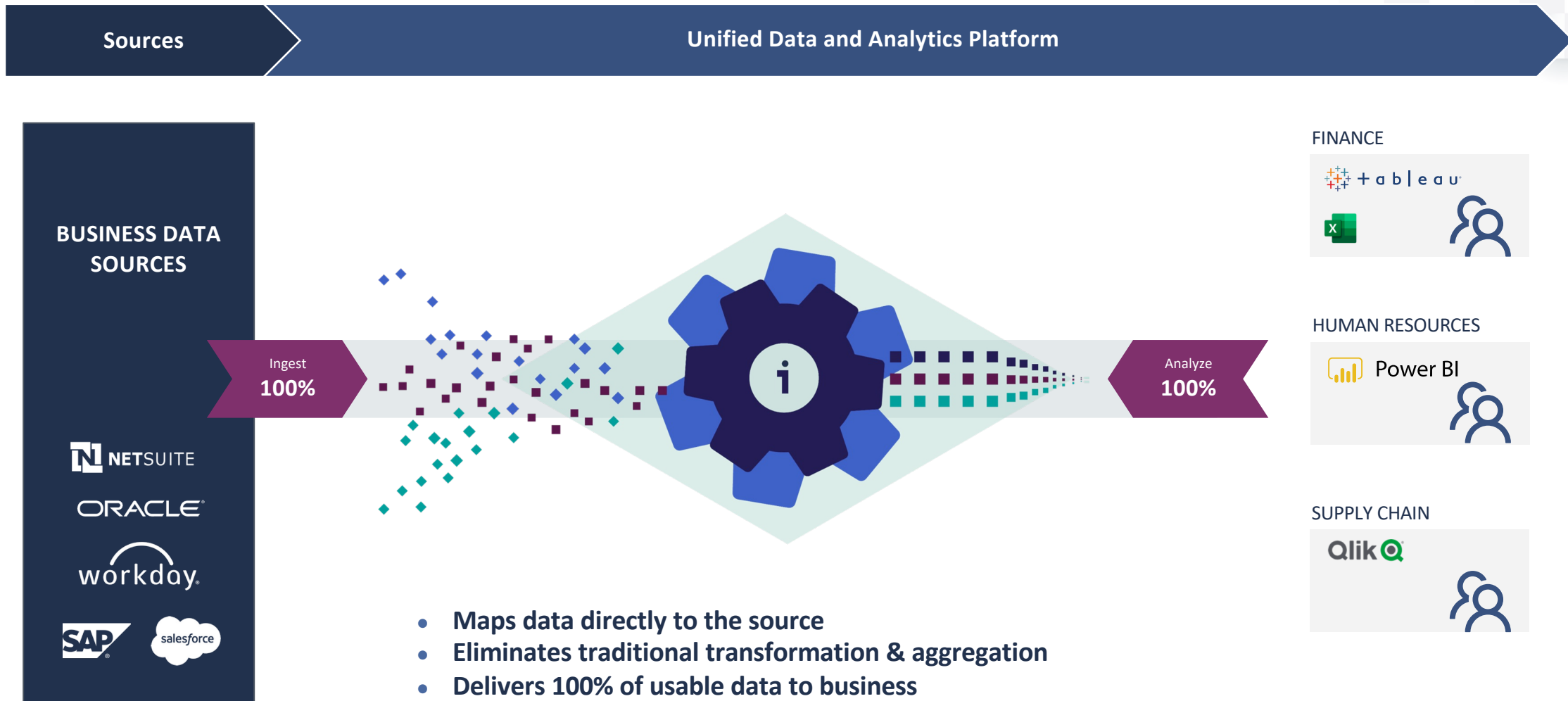
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# Insight in Days Not Months, Without Burdening IT

**The Old Way**

| Question ! | Call IT | New Data? | Transform Data | Prep Data | Ready! |
|---|---|---|---|---|---|
| | *Get on a list* | *Weeks of work* | *Lots of SQL/ETL* | *Cubes & Marts* | *Only a few short weeks later!* |

Do it all again for every new question

**The Incorta Way**

Question!

I see it already in Incorta
I can load it myself

New insights
within minutes

# No ETL or Modeling Means Faster Time to Insight

## Traditional BI / EDW: 6-18 Months

Identify Data Sources

1-3 Months — Extract to Staging

3-6 Days — Pull Data from Staging to DW

2-4 Months — Refine EDW Tables

1 Month — Build OLAP Models

2-3 Months — Develop Dashboards with Summarized Data

Insights Lead to More Business Questions

## Incorta: 4-7 Weeks

Identify Data Sources

1-2 Weeks — Extract to Staging

3-5 Weeks — Pull Data from Staging to DW
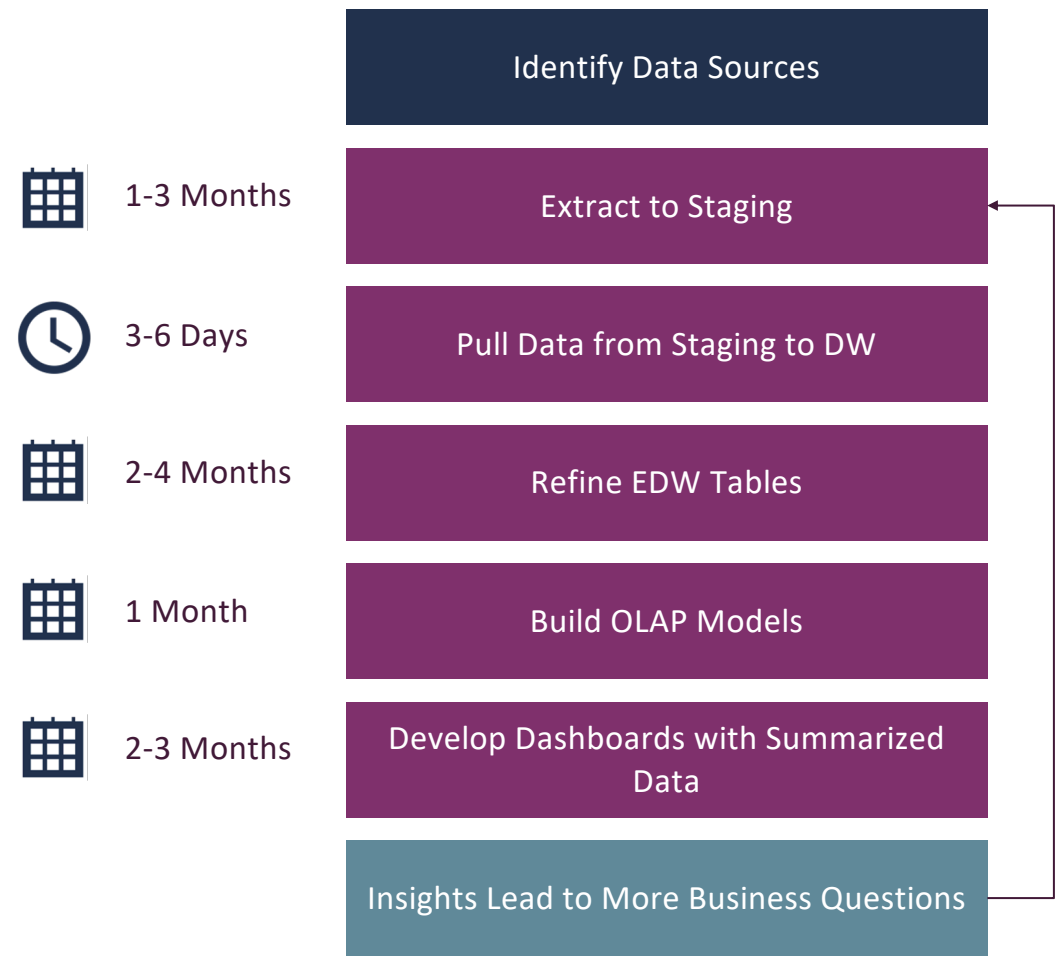
Insights Lead to More Business Questions
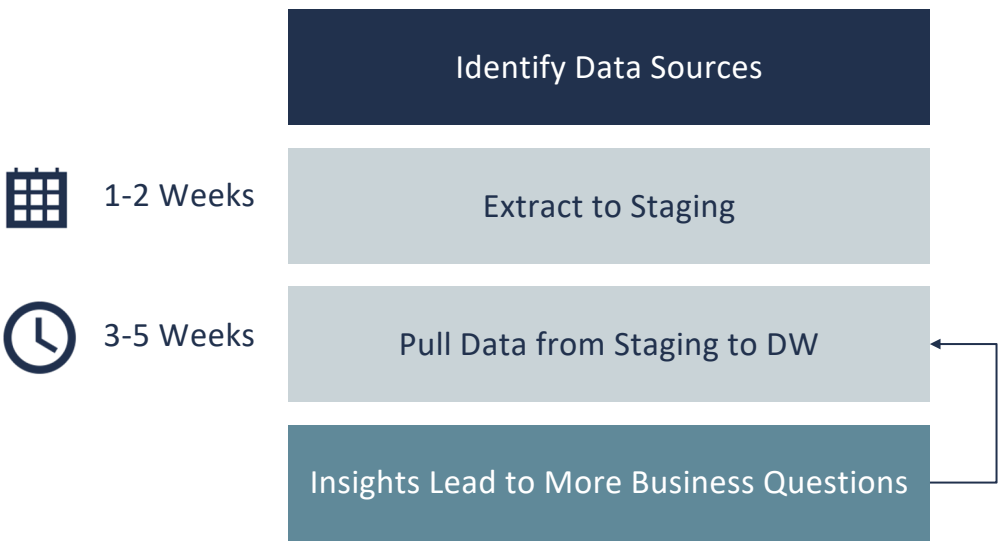
# Simplified Architecture & Speed to Value

## Old Way
### Total Time: 4-10 Weeks

| | |
|---|---|
| | Identify Data Sources |
| 1-2 weeks | Extract to Staging |
| 3-6 hours | Pull Data from Staging to DW |
| 1-2 weeks | ETL to further Explore/Filter/Manipulate Data |
| 1 week | Summarize Tables/Views for Visualization Tools |
| 1-2 weeks | Develop Dashboards with Summarized Data |
| | Insights Lead to More Business Questions |
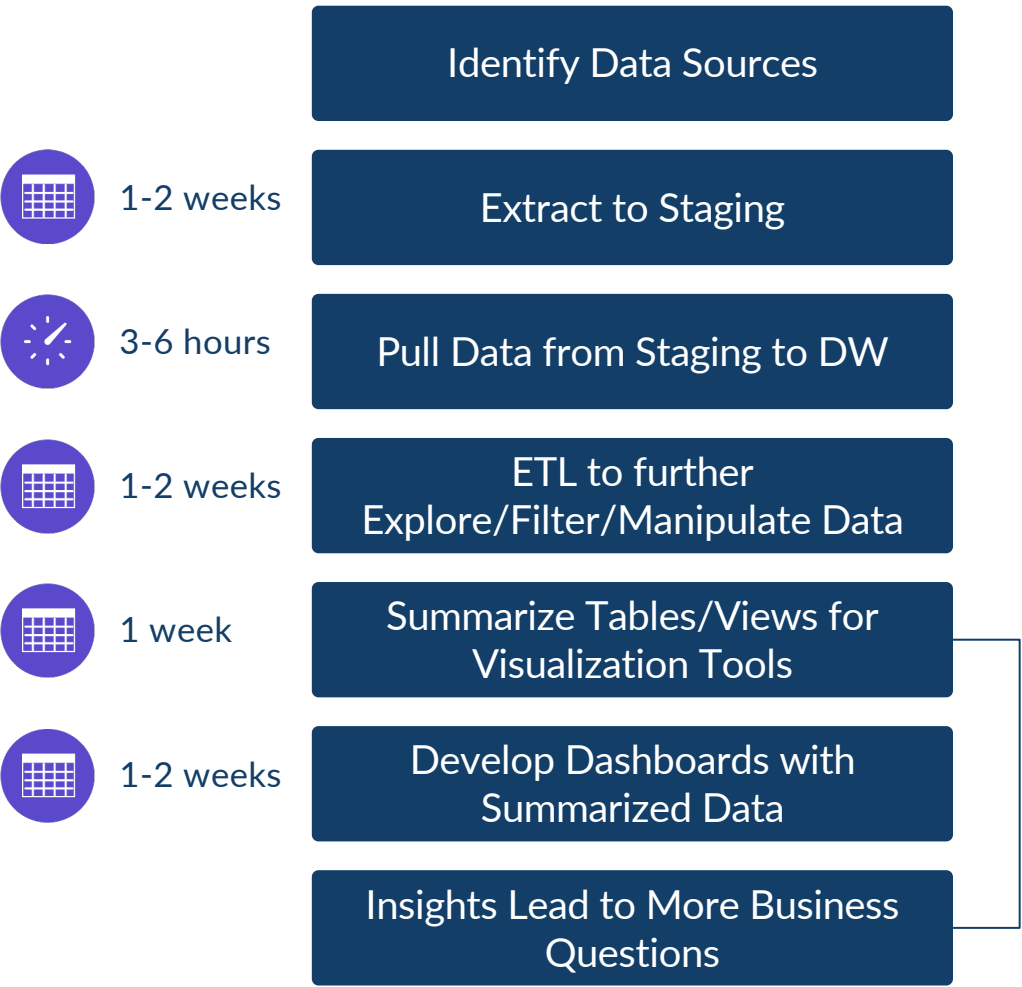
## Incorta
### Total Time: 3-5 days

| | |
|---|---|
| | Identify Data Sources |
| 15-30 min. | Incorta Pulls Data into Parquet |
| 1-2 days | Use Incorta to Explore/Filter/Manipulate Data |
| 1-2 days | Develop Visualizations in Incorta or Other Tools |
| | Insights Lead to More Business Questions |

# Incorta's Unique Approach Has Multiple Benefits
## Not Achievable with "Modern" Data Architectures

**Unprecedented Agility**

| **100%** Data Integrity | **ONE** Data Copy | **ZER0** Waiting |
|---|---|---|
| Analytics is done on data that is 100% identical to the source | No aggregations means no unnecessary copies,and a single source of truth | Data and relationships between data mapped at ingest, not at runtime |
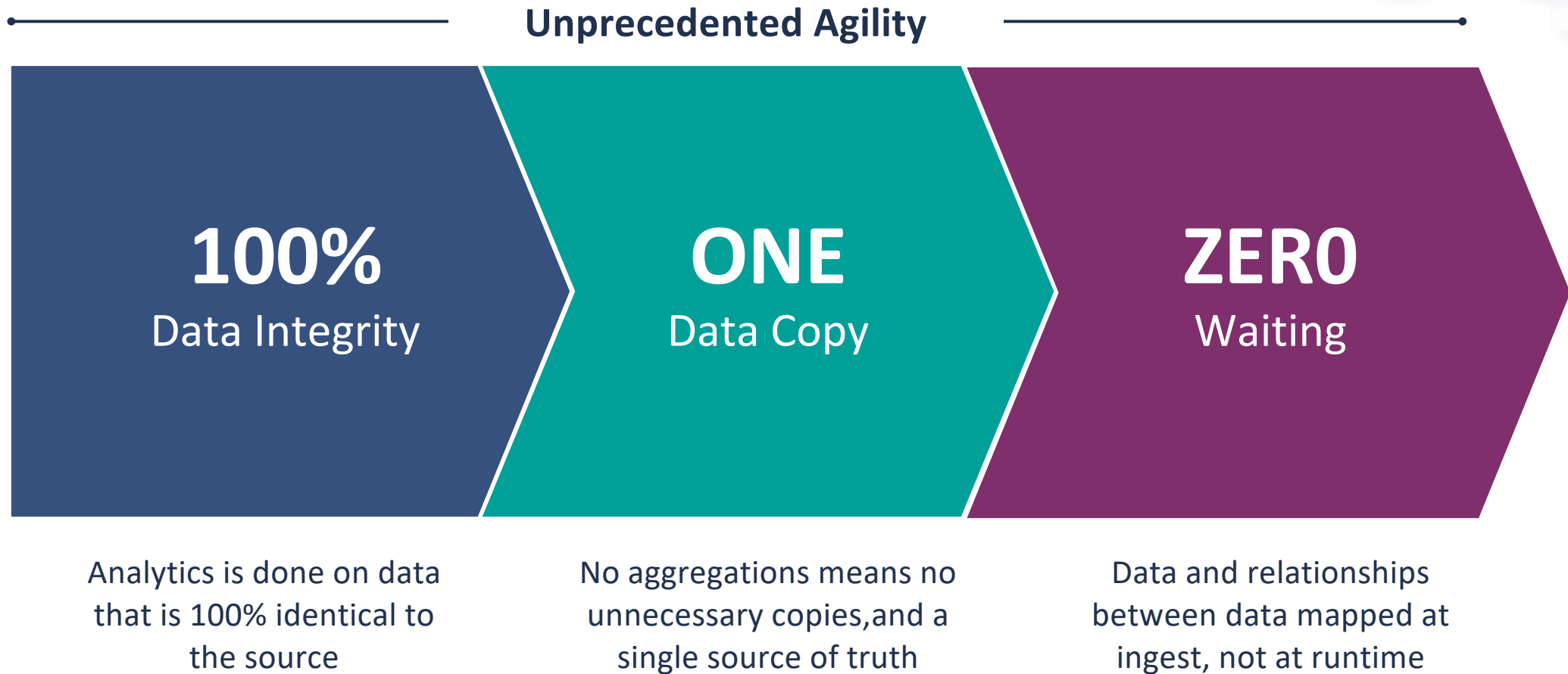
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# Incorta Data Apps
## Service accelerators to get up and running quickly on complex data sources

# Incredible Brands, Incredible Results

# Demo...

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# Incorta's Unique Approach Has Multiple Benefits
## Not Achievable with Traditional Data Pipelines

### Unrivaled Data Access

Simplify data acquisition from source systems and make 100% of data available to business users

### Trusted Accuracy

Maintain complete control over data governance, lineage and access while giving users freedom to explore data

### Faster Time-to-Insights

Deliver the latest data in minutes with rapid, incremental refreshes and eliminating ETL/ELT processes

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# Incorta Links

- For more information about Incorta

  - www.incorta.com

- Test Drive Incorta for free

  - https://cloud.incorta.com/signup?web_location=homepage

- Incorta Community

  - https://community.incorta.com/

- Free Education

  - https://learn.incorta.com/

# How Senturus can help

Determine a phased implementation strategy

Migrate data sources

Integrate Incorta into your analytics environment

Connect Incorta to Power BI, Tableau and/or Cognos

Create dashboards and reports

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# Additional resources
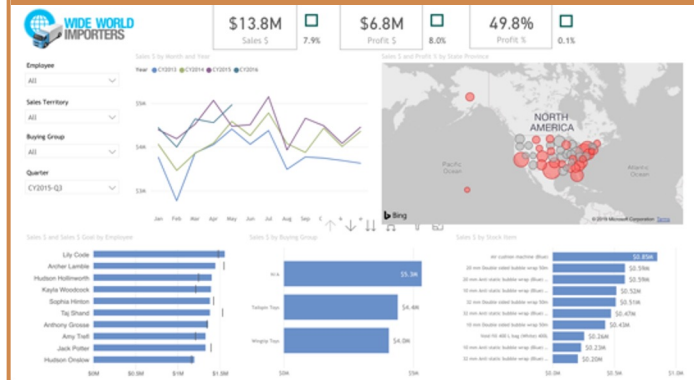
**Unbiased product reviews**

**Technical tips**

**Insider viewpoints**

**More on this subject**

**Product demos**

**Upcoming events**

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# Upcoming events

**Introduction to the Azure Data Platform**

Thursday, Aug 18, 2022, 11am PT/2pm ET

https://senturus.com/events/introduction-to-the-azure-data-platform/


**Introduction to Data Visualization Using Python**

Thursday, Sep 1, 2022, 11am PT/2pm ET

https://senturus.com/events/introduction-to-data-visualization-using-python/


**What's New in Cognos 11.2.3**

Thursday, Sep 22, 2022, 11am PT/2pm ET

https://senturus.com/events/whats-new-in-cognos-11-2-3/

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# Modern BI: accelerated & accessible
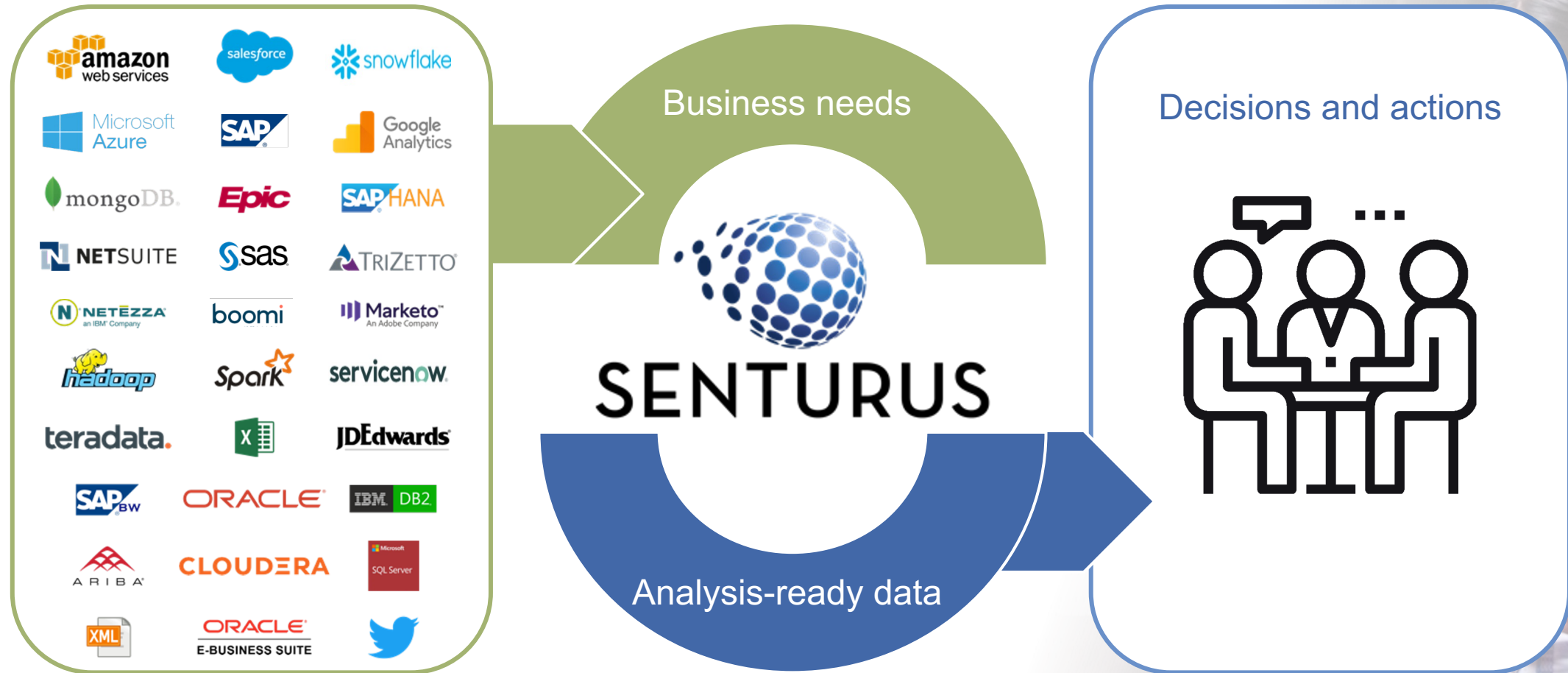
# A long, strong history of success

21+ years

1350+ clients

3000+ projects

# Join the Senturus team

We're hiring talented and experienced professionals

- Analytics/Business Intelligence Trainer
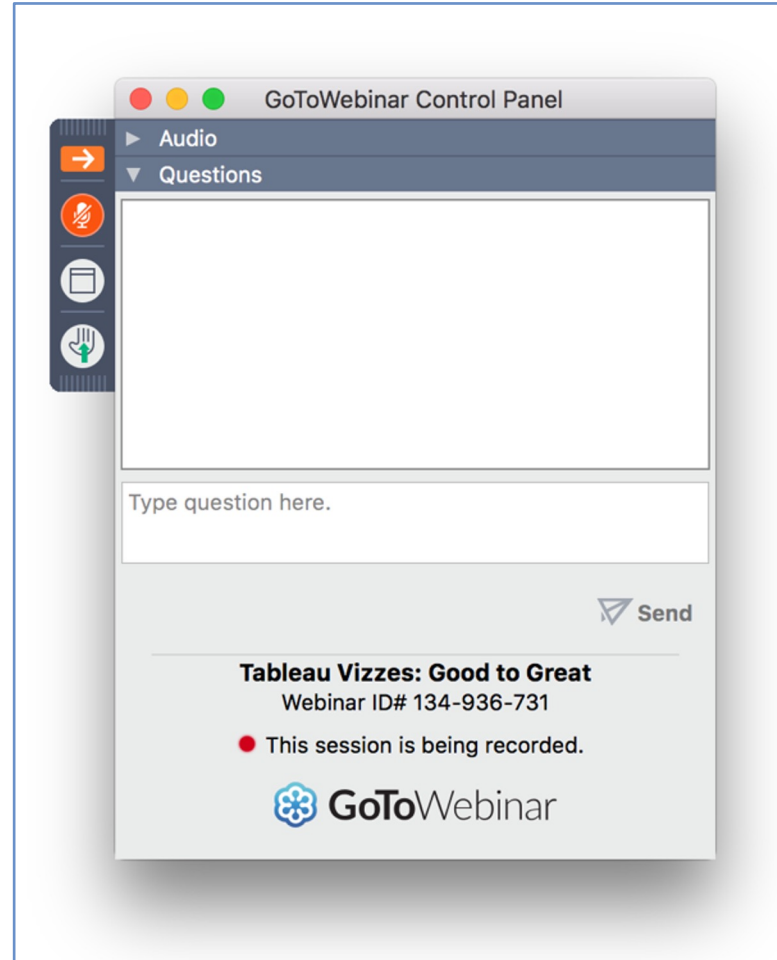- Senior Microsoft BI Consultant
- Managing Consultant

See job descriptions: https://Senturus.com/why-Senturus/careers/
Send your resume to: jobs@Senturus.com

# Q & A

If your question or issue is broader than what we are able to answer today, contact us at:

info@senturus.com

and we will set up a free consultation.



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# Thank You

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# Incorta Unified Data & Analytics Platform

## Data Acquisition

### Connectors

### Parallel Data Loader

### Schema Detection

### Direct Data Mapping

**LOADER SERVICE**

## Data Enrichment

Data Science Notebooks

Custom Logic

Materialized Views

Machine Learning

## Data Analytics

Business Views, Security

Data Visualization

In-Memory Analytics Engine

SQL / Open Access

**ANALYTICS SERVICE**

## Spark Cluster

APACHE Spark

Advanced Analytics & Machine Learning

## Metadata

Parquet Columnar Storage

Direct Data Map

## Shared Storage

## Admin

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