

Panorama Putting 'Intelligence' Into BI

FEATURED PRODUCT

Most business intelligence (BI) solutions are

designed to help business users collect, aggregate, and analyze quantitative data. But they often fall short of their potential, leaving analysts to do most of the deeper digging into the data. One of the companies putting "intelligence" back into BI is Panorama Software. Its Necto solution combines social and contextual discovery for an innovative BI solution.

Professionals can make better decisions if they rely on higher-quality data analysis. Necto tackles much of the discovery work for the user; it compares data from different quarters and automatically points out trend outliers and sales drops, making data analysis transparent. Necto harnesses aspects of social media such as those

find a solution, and you can make a decision."

Since today's BI users interact with social media intuitively, Panorama's social bar is integrated into the Necto interface, which displays colleagues and other users who have worked on the same data; users can reach out to these contacts to start a discussion with the click of a button, and they can even "follow" them to keep up with their other work. Necto also features a Like button, so users can recommend relevant or helpful reports to other users. Ross says that Necto provides its biggest advantages because it channels "the power of many."

Ross explains that Necto is "an intelligent BI engine" that analyzes user behavior and "learns to automatically generate relevant insights." Using the same relevancy technology that consumer websites use, it suggests related data or data that others have also viewed. Necto's contextual discovery condenses the search, bringing relevant resources and colleagues to the user, instead of the user having to blindly hunt for answers across reports.

"Social intelligence and relevancy is something that

nobody's ever done before, including us," says Ross, but she believes Necto's technology is the future of BI solutions. "The benefits to the organization are enormous," she says.

"We've been in this field for over 15 years, and I can tell you, it's a real breakthrough this time," says Ross. "All of a sudden ... you realize you're doing something that's going to change your industry. It's a great feeling."



Panorama Software's Necto BI solution

found on Twitter and Facebook as well as the relevancy technology employed by YouTube and Amazon across an intuitive, customizable interface; it helps users explore data and collaborate. "Because the system analyzes the data for you, it suggests to you how to solve the problem, it suggests to you who to consult with, it enables you to consult with people, you can reach a decision," says Rony Ross, founder and executive chairman of Panorama. "You find an issue, you