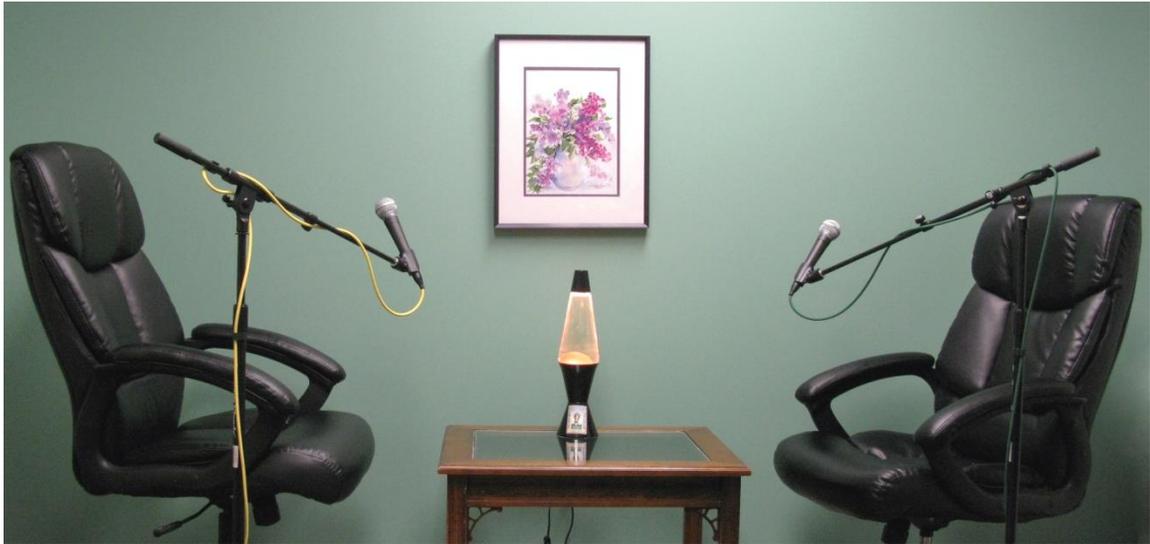![BBBT - Boulder BI Brain Trust | Leveraging Business Intelligence](logo)

# BBBT Podcast Transcript



### About the BBBT

The Boulder Business Intelligence Brain Trust, or BBBT, was founded in 2006 by Claudia Imhoff.  Its mission is to leverage business intelligence for industry vendors, for its members, who are independent analysts and experts, and for its subscribers, who are practitioners.  To accomplish this mission, the BBBT provides a variety of services, centered around vendor presentations.

For more, see: www.bbbt.us.

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| **Host:** | **Claudia Imhoff**, President, BBBT |
| **Guest(s):** | **Tim Wormus**, Solutions Consultant Manager |
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**Claudia Imhoff:** Hello, and welcome to this edition of the Boulder BI Brain Trust, or the BBBT. We're a gathering of international consultants, analysts, and experts in Business Intelligence, who meet with interesting and innovative BI companies here in beautiful Boulder, Colorado. We not only get briefed on the latest news and releases, but we share our ideas with the vendor on where the BI industry is going and help them with their technological directions and marketing messages. I'm Claudia Imhoff, and the BBBT Podcasts are produced by my company, Intelligent Solutions.

**CI:** I'm pleased to introduce my guest today. He is Tim Wormus. Tim is the solutions consultant manager for TIBCO software. Welcome, Tim.

**Tim Wormus:** Always a pleasure. I'm glad to be back here in Boulder at the Boulder BI Brain Trust.

**CI:** I'm so happy to have you here, as well. It has been a little over a year, I think. May of 2012 was the last time we heard from TIBCO. You guys have been busy. Why don't you tell me a little bit about what's been going on in the last 18 months?

**TW:** We have. Since May of last year, we've had three product releases. Our 4.5 launch, our 5.0 product launch, and our 5.5 product launch. In addition, we acquired a geospatial analytics company called Maparama, which we're going to see some capabilities of in upcoming releases.

**CI:** And you also bought Streambase.

**TW:** TIBCO also bought Streambase. That is a product group that...It's a separate product group within TIBCO right now, but I think you can probably expect to see some very interesting things between Streambase and Spotfire in the not too distant future.

**CI:** Yeah, nice analytics marriage there. Let's talk about, just briefly, Spotfire 5.0 because that was a big shift for you guys. You actually changed the direction of the product.

TW: Yes. Spotfire 5.0, I think, was probably the biggest release we've had since I've been at Spotfire. That's coming up on seven years. 5.0, I wouldn't say that it changed the product's direction so much as it expanded it. Historically, Spotfire has been focused on doing in memory analysis. You bring the data into Spotfire. You can do anything you want with it, do analysis on it. You'll run statistical techniques, things like that. In 5.0, we improved the memory engine, but we also added what we call in database analytics capability, so the ability to connect to data sources and push queries down to them.

Typically that's going to be a data warehouse or a cube system where you really don't want to try and bring back bulk data, necessarily. You want to be able to let those systems do what they were built for, which is very quickly execute analytic queries.

Spotfire now has the capability to drag and drop and visually generate these queries that are passed to the data system transparently to the user and visualizations are returned in the same interactive capability, the same interactive manner that Spotfire users know and love but now don't necessarily have to bring all the data back.

CI: I thought it was fascinating. Not only do you have in memory but now you have in database. But you also have the hybrid capability of using both, right?

TW: I think that that capability is really where we see things going. In a lot of cases, what you want to do is you want to do exploratory data analysis against very large volumes of data -- maybe hundreds of millions of rows or even billions of rows of data. That's impractical to bring them into memory and in a lot of cases, you don't want to do that. But in those billions of rows, what you're often looking for is some specific identifiable subset that you can then pull back into memory so that you can use some of those additional techniques on them that may be aren't available in the data warehouse you're using. That ability to start within database exploratory analysis but then pull certain sets of data into memory and apply a variety of techniques, depending on your workflow, is where we see the real value in doing a lot of the analytics.

CI:     All right.  Let's briefly talk about 5.5.  What's new there?

TW:     5.5 was an extension of the 5.0 release.  We've released the in database capability in 5.0.  We focused on just a handful of data sources.  Teradata was one of those, Oracle, SQL server.  Some of the big ones.  Microsoft Analysis Services, as well.  In 5.5, we expanded that greatly.  We added a number of direct connectors to the platform, but then also VR Data Federation layers, Spotfire Advanced Data Services.  We can provide that to 30 plus data sources.

CI:     It really has made a big difference.  The other part of our conversation is going to talk about the direction that TIBCO and Spotfire in particular are going with in terms of data at rest and data in motion.  That was a significant part of your talk, so why don't we...Let's dive into that.  I think, first of all, you have a terrific diagram showing the two worlds of data at rest and data in motion.  Why don't you describe a little bit about what that means to TIBCO and to Spotfire specifically.

TW:     If you think about data at rest, we think about data at rest as the historical data that represents all of the stuff that happened.  It's the data you have in your data warehouse.  It's the data that you have that you've stored or captured somewhere that tells you what has happened in your business.  That's where you do data mining.  That's where you do analysis.  That's where you understand things that have happened in the past.

CI:     It's where the data is static.  The queries are all over the place, but the data's static.

TW:     Absolutely.  The data is static, exactly.  The data in motion, that's the real time world.  That's data that is changing or things that are happening right now.  Oftentimes, you talk about complex event processing and things like that so for low latency decision making.

        Now Spotfire, the Spotfire platform has been historically focused on data at rest.  We analyze data from a database.  You bring it into memory.  You operate on that.  You understand.  You get those things of insight from your data.

The TIBCO infrastructure of software, all of the event processing things, have historically been focused on real time. Those focuses aren't going away but what we see is that there's a way to start trying to bring those things together.

If you think about data at rest, systems that deal with data at rest. We think of those as systems of insight. That's really the ability for these systems to take that data and find the interesting things in the data.

Whether or not that's deriving one particular insight or more systematically analyzing it to surface data models or patterns in that data that you can then deploy into a real time system to take action.

CI:     Right, so if we have something like a predictive model or we have one of fraudulent behavior, for example, we could deploy that in the operation world.

TW:     Precisely, and people have been doing fraud modeling for quite some time, but those fraud models are trained on historical data. And so, what we're trying to do is we're trying to expand that capability so that people who are doing modeling or who are doing data analysis on that data at rest can then deploy those things in real time and don't necessarily need to be expert statisticians to do that.

CI:     Right. You can let the system actually do the analysis for you. Now, there's one other aspect of the data in motion piece that I found fascinating. That was the social aspect of it.

TW:     If you think about systems that take action, these real time systems that take action, you can think about action as, in one way, automated. A system could send out...Trigger something in a BPM system that takes a product offline, or schedules a piece of machinery for maintenance, or something along those lines, or closes an account based on fraud, things like that. But, in a lot of cases, the actions that you take aren't necessarily something that can be automatable. They need a human to make a decision. You could send an email. That could be one thing that you can do but that only notifies one person. Typically what that email will trigger is a cascading set of emails and phone calls that can be much better managed in a social collaboration platform.

The idea is really to loop humans into those decision making processes where they're necessary in the most efficient way possible. Just because you're bringing people into a semi-automated process doesn't mean that there's no better way to improve the way they interact and cut the latency of their decision making time.

CI: That's where TIBCO really begins to shine. You've got Spotfire for the visualization and analytics side of the house. You've got Streambase for the event processing or CEP type of stuff. But you've also got tibbr for this collaborative capability that we're talking about.

TW: Yeah, that's right. And they all come together. You can have a system that posts to tibbr and references a Spotfire visualization that has been automatically populated with the data that's relevant to some particular exception that was detected by your real time system. So a real time system monitors the data. An event or an exception is discovered. A notification is posted to a particular subject area on tibbr that has a link to a Spotfire application that has all of the data prepopulated that will let the people who are on that collaboration topic come to some decision rapidly. Then, even from within that Spotfire interface, push the action to the next system.

The idea is really closing the loop on these decision making processes.

CI: Yeah, so cool. It really is. All right, last question. We've got about a minute or two. It's all part of what you call the enterprise analytics architecture. Let's talk about that just a little bit.

TW: I think analytics is becoming more and more popular and more and more widely known. When we started talking about analytics, it was something we had to explain to virtually all of our customers. These days, they're asking us about it, which is great. But what we see is that a lot of people are still really focused on doing ad hoc of analytics, kind of one off analytics. It's not yet common, I would say, for people to be focused on deploying analytics broadly throughout an enterprise.

What we think about when we think about the enterprise analytics architecture is that you're going to need to be doing analysis against lots of different types of data. There may be unstructured data. You may be

dealing with real time data. You may be dealing with semi structured data from systems like Hadoop. Of course, you're still going to have traditional relational data.

All of these data sources really have implications for how you process them. Some of those things you're going to want to apply statistical techniques to some of those things. If you're dealing with unstructured or voice or video, natural language processing is going to be a capability that's going to be required.

The idea is that you're going to have these data sources...You're going to have data engines that want to operate on those things. And then you need a layer that lets you interactively use those things and build workflows around that that may match your natural language processing with some relational modeling, as well as then some statistical analysis and build a dashboard out of that so that a human can then interact with that and discover the things that they need.

It's really being able to systematically approach these different data sources. Understand that there are different ways of processing these things, but not making it one off. Having silos...

CI: Siloed it off.

TW: Silos. It's not just silos of data but silos of processing. You want to be able to use statistical techniques on all of these different sources of data, not just in one place within your organization.

CI: It's remarkable. It is part of a workflow. That's what I think has changed dramatically, is that BI is now part of a workflow. It's not a standalone.

TW: That's exactly right.

CI: I think we could talk about that for another 20 or 30 minutes. TIBCO is well positioned in this environment. They have all the pieces in place. They just now need to do it.

TW: I think that's exactly right. I think we've got all the pieces. Any pieces that we see might be beneficial, as well. We've been fairly inquisitive lately. It wouldn't surprise me to see that continue. But then it's really, like you said,

a matter of putting all of the glue into place to make this function smoothly and make it easily deployable.

CI:     Nice future.  That's it for this edition of the BBBT podcast.  Again, I'm Claudia Imhoff and it's been a great pleasure to speak with Tim Wormus of TIBCO Software today.  Thanks so much, Tim.

TW:     Always a pleasure, Claudia.  Thanks a lot.

CI:     I hope you enjoyed today's podcast.  You'll find more podcasts from other vendors at our web site, www.boulderbibraintrust.org.  If you want to learn more about today's session, please search for our hash tag on Twitter.  That's #BBBT.  And please join me again for another interview.  Good bye, and good business!