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B R O C H U R E

Infor Birst for Snowflake

B U S I N E S S I N T E L L I G E N C E

Infor Birst automates the building of data warehouses in Snowflake

In a partnership between two cloud-built software solutions, Infor's full-stack analytics and business intelligence (BI) platform, Birst®, is forming a relationship with cloud data platform Snowflake®. Together, the two cloud-based solutions are helping enterprises build, manage, and automate data to improve productivity and reduce the time to insight and value.

Organizations looking to take advantage of Snowflake's unique architecture should avoid continuing to use a legacy approach to analytics and data integration that inhibits their ability to innovate, scale, and grow the business. Instead of using multiple, disconnected tools—which create complexity, require expensive skills, and delay delivery times with manual processes—invest in a modern data architecture based on Birst's single, integrated platform. The combination improves productivity and reduces the time to insight and value.

Optimize performance while lowering total cost of ownership

With Infor® Birst and Snowflake, organizations can easily lower the total cost of ownership (TCO) of BI and analytics. By eliminating the need for separate extract, load and transform (ELT), or extract, transform, and load (ETL), data modeling, data preparation, and analytics tools, Birst provides a single, integrated, end-to-end platform for building automated data warehouses natively on Snowflake.

Birst also provides enterprise data governance and fine-grained security at the row and column level, along with auditing and built-in usage tracking, to Snowflake and its customers.

With Birst's automated data refinement (ADR), organizations can benefit from patented automated data integration capabilities for the most common data integration needs and a developer-friendly scripting language for more complex requirements.

Since Birst is a single integrated platform, all data integration routines are developed, tested, and enabled from a single web browser without any work required in a different application or desktop-based tool, reducing the training overhead and specialist skills associated with traditional ETL solutions.

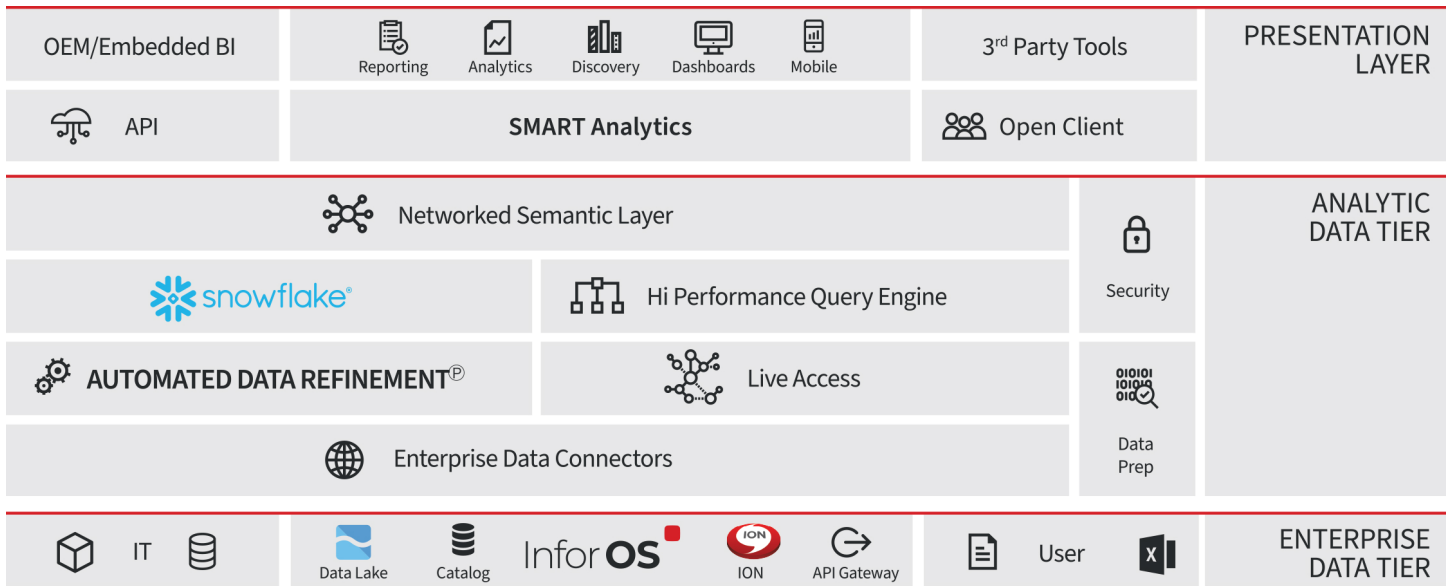
To ensure you make the most of any existing investment in the Snowflake platform, Birst supports both direct query of existing Snowflake data warehouses as well as automated schema creation of new Snowflake data warehouses using ADR. All ETL, data modeling, and data warehouse automation are performed within Snowflake, which eliminates unnecessary data movement while accelerating the delivery of trusted, enterprise-wide insights to thousands of users.

Further optimizing performance, Birst uses intelligent caching and automatically navigates Snowflake database aggregates. Birst and Snowflake both run natively in the Amazon Web Services (AWS) and Microsoft Azure cloud, making data processing and queries as efficient as possible while eliminating the need to move data outside of the cloud platform.

About Infor Birst

Infor Birst cloud BI and analytics platform helps organizations understand and optimize processes in less time than traditional solutions. Built with patented automation and machine learning technologies, Birst connects teams and applications across the organization via a trusted network of analytics, delivering insights that help organizations make smarter decisions. This unique approach has helped organizations transform the way they operate, often in 90 days or less.

Birst for Snowflake with Amazon Web Services



Thanks to Birst's built-in data modeling best practices, organizations will see superior query performance, optimized data storage utilization, and the lowest TCO of any analytics platform in the BI industry.

Improve data governance on Snowflake

A core capability of Infor Birst is an agile semantic layer, automatically maintained by ADR, which delivers the necessary governance to ensure a single version of the truth across one or more Snowflake data warehouses.

As well as providing data integration capabilities for technical users, Birst also supports self-service data prep for the business user which uniquely enables the blending of data—whether it is an Excel spreadsheet, a departmental system, or an edge data source—and connects it with the Snowflake data warehouse, enriching their insights and those of their colleagues.

Self-service data prep is performed through a business-friendly user interface and a simple process of connecting to the data sources, preparing the data using powerful guided transformations, and then relating the data with the Birst-provided Data as a Service on Snowflake. Crucially, this can be done without the need to export data from Snowflake, avoiding inevitable data governance and security concerns or more unmanageable data silos.

Data governance also requires control and monitoring of data usage. Birst brings additional enterprise governance to Snowflake with its fine-grained and powerful security capabilities, including row and column-level security and auditing with built-in usage tracking down to the field level. This eliminates the need for creating separate views of the data in Snowflake, allowing everyone to work from the same trusted data without managing multiple views.

Transform decision-making with a modern data architecture

Some of the benefits of using Infor Birst on Snowflake include:

- Faster building of data models with patented data warehouse automation
- Network insights across virtual warehouses to provide true Data as a Service on Snowflake
- A robust semantic layer with row and column-level security that dramatically simplifies sharing insights across Snowflake
- Fine-grained audit capabilities with built-in usage analytics
- Optimized performance with Birst's intelligent cache
- Multi-level automated and user-defined data aggregation
- Eliminating the need for multiple data integration and BI tools, reducing TCO and accelerating delivery of new insights
- Self-service data blending for business users

Birst for Snowflake makes the most of the speed, scalability, and cost-effectiveness of Snowflake's zero-management, cloud-built data platform by enabling organizations to deliver trusted, enterprise-wide analytics, faster to more users, with better performance and a lower TCO.

Birst and Snowflake cloud data platform customers can see an immediate ROI on utilizing a data warehouse now optimized by the analytics platform built in the cloud.

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INF-2283190-en-US-0320-2