

# Pentaho Embedded Business Analytics

Pentaho Business Analytics enhances the usability, value, and competitive differentiation of information-centric software and packaged applications through a complete range of business intelligence and data visualization capabilities. OEM, ISV, and Software partners choose Pentaho for:

- Attractive and intuitive visualizations for end users
- Easy-to-embed technology for internal developers
- The right licensing, pricing, and business terms

## EMBED ANALYTICS IN AS LITTLE AS EIGHT WEEKS!

The Powered by Pentaho program offers software partners a pragmatic approach for embedding advanced visual analysis, reporting and dashboards in as little as eight weeks.

WEEK	1	2	3	4	5	6	7	8
<b>DEVELOP</b>								
Developer training		█						
Workshop on architecture, best practices & techniques		█						
Personalized implementation strategy document		█						
Implementation of reports, dashboards, security integration, etc.		█	█	█	█	█		
Quality assurance						█	█	
Access to experts with knowledge of Pentaho APIs & architecture	█	█	█	█	█	█	█	█
Proactive calls to discuss roadmap & progress				█				█
<b>MARKET</b>								
Create marketing collateral							█	
<b>SALES</b>								
Sales & end user training								█

## CUSTOMER SPOTLIGHT

Marketo, a SaaS leader in marketing automation, planned to build competitive differentiation by adding a new business analytics product. With aggressive deadlines, Marketo's product team needed a proven technology that was not only battle-tested, but also easy for its developers to learn and implement.



## RESULTS

- Development and launch in just eight weeks!
- New revenue stream through extending Marketo's core product suite.
- Compelling visualizations – aligned with Marketo's vision for end user experience.

## WHY PENTAHO?

- Expert services to accelerate go-to-market timetable.
- Product roadmap transparency and alignment with Marketo's strategy.
- Easy integration with Marketo's security features and simple rebranding of the software.

## INTEGRATION OPTIONS THAT STREAMLINE IMPLEMENTATION

Pentaho's architecture allows you to take advantage of low-impact integration strategies that accelerate the delivery of sophisticated analytics without significant development time. With basic HTML skills you can change the look and feel of an application to match your style and branding. To customize your solution, Pentaho's open architecture and open source platform offer the power to easily extend Pentaho for your unique requirements.

### BUNDLED

#### Analytics with your look & feel

- Pentaho is a separate app with your branding
- Links from your app to Pentaho reports & analysis (optional)
- Single sign-on for seamless user experience (optional)

### MASHUP

#### Integrated end-user experience

- Pentaho inside your existing UI
- Your app includes Pentaho user console, reports, & analysis
- Single sign-on creates a seamless experience

### EXTENDED

#### Customize your integration & analytics

- Connections to custom data sources
- Adding your own new visualizations
- Customizing security hierarchies
- Replacing Pentaho rules engine

### UNIFIED

#### Direct app integration

- Integrated with your app server
- Pentaho code directly embedded into your app
- Utilizing Pentaho Java APIs in your app

## TECHNOLOGY HIGHLIGHTS

- > Connect to virtually any data source for immediate reporting;
- > Web services APIs for easy integration with other apps;
- > Rich security, authentication and single sign-on capabilities;
- > Multi-tenant, cloud-ready platform;
- > Open source architecture, ideal for augmenting and customizing.

## PENTAHO OEM/ISV/SAAS PARTNERS INCLUDE:

AssetWORKS

BizIntel

Marketo

CIPAL

ExactTarget

4SIGHT  
BUSINESS INTELLIGENCE INC.

HARRIS

horizon

OBJECTWAY

IntelligentInSites

PAYTRONIX

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