

# TARGIT

## *BI enablement program*

Add best-in-class BI and analytics capabilities to your platform

### **PROVIDE YOUR CUSTOMERS WITH THE ANALYTICS THEY NEED**

Many company leaders are pushing their organizations to be data-driven, utilizing the massive amount of data they are creating. This is forcing more technology companies to deliver better and more advanced analytics and reporting. Yet, more and more technology companies are struggling to meet their customer's analytics demands, so what to do?

### **SHOULD YOU BUILD? OR BUY?**

Technology companies have the capabilities and might be tempted to build a BI and analytics solution on their own, and in some cases it's the right approach. However, it does require significant investments in technology and people to develop and maintain such a solution and would rarely meet the standards set by BI and analytics vendors. Rather than using your time and resources building your own platform, TARGIT offers a solution.

*“TARGIT delivers a strong and user-friendly product which they are helping us utilize in the best possible manner. They understand Systematic and the needs of our customers and have designed a solution that very much supports our business model.”*

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**ERIK SØNDERGAARD ANDERSEN**  
SENIOR MANAGER OF BUSINESS DEVELOPMENT, SYSTEMATIC

# A Business Model that Works with Yours

Think about how much stronger your solution will become by including a best-in-class BI and analytics solution that is constantly evolving and growing to fit your customer's needs.

With TARGIT's modern enterprise platform, you can add analytics and dashboarding capabilities to your product quickly and successfully. With decades of experience and thousands of customers, we not only bring technology to the table, but we help create a BI and analytics strategy, so that your customers get the full value of your product and you're able to expand your product reach.

We work with your team and customers to define the requirements for a solution, and through analyzing user behavior we help you adapt and evolve to continuously meet the demands of your customers.

## 5 Reasons to Partner with TARGIT

- ✓ Focus your resources on continuously developing and improving your core offering
- ✓ Expand your reach by offering a value-added solution to your product or service
- ✓ Bring embedded analytics to your customers faster
- ✓ Adopt best-in-class BI and analytics technology widely adopted by users
- ✓ A flexible business model that works with yours to support customers and use cases of every size

### PARTNERS WHO RELY ON TARGIT

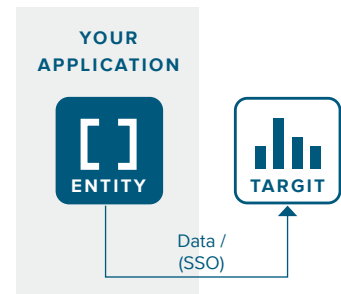


# Embedded Analytics

TARGIT offers a scalable platform, built on an architecture that makes it easy to integrate with any product, with a strong user and data governance model. TARGIT web-based client allows for several integration options.

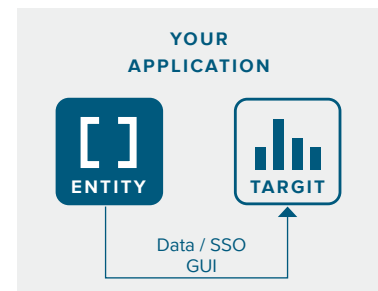
## DETACHED ANALYTICS

If you want a standalone application that lives outside your current product, or if your current product doesn't have a UI, we offer a standalone client. This allows you to build a web interface to your data without any changes to your current product, and allows for having more or different analytics users than on your primary system.



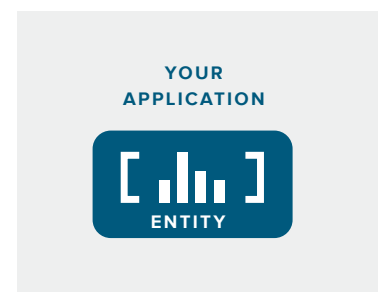
## INLINE ANALYTICS

By embedding TARGIT as new functional area or section to your product where all the analytics and reporting lives allows for creating startup dashboards in your product that show performance for different business areas where the TARGIT objects can link you to the different sections or entities of your application.



## FUSED ANALYTICS

Embedded views across the solution right along your own application. Allowing for context-aware components that adjust to the entity it's shown within. Allowing you to get the 360 degree view of the product, account, or other entity you are looking at.



# Your Trusted Partner


With decades of experience in BI and analytics, TARGIT enables its partners to deliver full-scale analytics through embedded BI.

## FROM BARC THE BI SURVEY - LATE 2018:

“TARGIT has received consistently positive feedback from its customers over the last three years, reflecting the vendor’s investment and improvements in areas such as visual analysis, mobile BI and location intelligence. TARGIT seems to put a high value on providing reliable and customer-oriented software as its continuously positive ‘Product satisfaction’ KPI shows.

Moreover, especially this year, survey results indicate that TARGIT performs well in proof of concepts, often convincing prospects to choose the software. Accordingly its competitive win rate is high, and an impressive 91 percent of respondents say they would recommend TARGIT to others.”

*Peer Group*  
**Dashboarding-focused products**

 **Leader in**

- Mobile BI
- Embedded BI
- Competitive win rate
- Competitiveness

*Peer Group*  
**Self-service reporting-focused products**

 **Leader in**

- Embedded BI
- Competitive win rate



We take pride in being close to our partners and are committed to building a relationship and business model that is centered around your customers, so they can unlock the value of your product.