INTRODUCING

Fast-cycle Business-ready Insights on More Data

Automate Data Prep & Blending Across More Data

Speed Data Exploration & Get Fast Insights

Empower Your Business to Discover Insights
ClearStory Data

More Data, Fast-cycle Analysis, Business-ready Insights

Today, competitiveness on the front lines of business is dictated by the speed of data access, more data diversity, and the timeliness and quality of informed decision-making. ClearStory Data speeds the cycle of accessing data from multiple disparate sources, combining and blending them into holistic insights, and delivering interactive business insights. Every insight captures more data than traditional solutions for better business answers, while eliminating the traditional lengthy data prep and blending effort through ClearStory’s embedded data intelligence capabilities.

ClearStory Data and Spark: ClearStory’s solution embeds Apache Spark™ inside as the native data processing engine to accelerate analysis on both large and diverse data. ClearStory’s unique built-in Data Intelligence uses Spark to speed data preparation, automate data blending and harmonization for fast answers, and enables users to do deep, analytical explorations on more data. The result is new answers from more data for the business. The ClearStory User Application is designed for users of any skill set to explore insights on more data and reach answers faster. ClearStory Data’s solution brings scale, speed, and simplicity to data analysis via embedded Spark-based capabilities.

ClearStory Data’s end-to-end solution includes an integrated Spark-based data processing platform and an incredibly simple user application for business consumption of insights.
Automated Data Prep, Inference and Data Harmonization

ClearStory eliminates the need for tedious expert-driven data modeling via a smart, machine-driven approach. Through built-in data inference, semantics of every value across all dimensions is inferred to automate prep and transformation. Intelligent Data Harmonization then automates data blending by inspecting all data relationships across all sources to drive fast holistic business insights.

Rapid Diagnostic, Exploratory and Ad Hoc Analysis

Ask more questions, blend and harmonize new data on the fly, and uncover deep insights with ClearStory’s Interactive Data Stories. Insights evolve as new data is discovered and update as your data updates without needing human intervention or more data modeling cycles. The business benefits from deeper insights, on more data, that update intra-day, daily, weekly or whatever speed the business mandates.

Business-ready Interactive, Collaborative Insights

ClearStory’s breakthrough in interactive insights are seen via business-ready StoryBoards. Business users view StoryBoards to spot insights as data updates, capture and maintain analytic context, and collaborate in real time to speed consistent, data-driven decisions. At any point, a Business StoryBoard can be augmented with more data to answer a bigger question, without requiring old-style data modeling and data wrangling.
More Data. More Speed.

- **Fast Data Profiling on Internal & External Data Sources.** Access data from internal repositories, big data platforms, external sources and streaming sources, without time-consuming “data wrangling.” Connect to databases, data warehouses, streaming data, Hadoop, Cloud data sources, applications and flat files. ClearStory automatically profiles the data, infers semantics in the data and speeds data preparation to make data readily available for analysis in interactive Data Stories.

- **Intelligent Data Blending & Harmonization.** ClearStory’s Intelligent Data Harmonization™ identifies data relationships across your disparate data sources to automate data blending and allow one-click data blending on the fly. Every data value in every dimension or column in a data source is inspected, and its relative affinity with dimensions across every other source is scored. This eliminates the need to perform lengthy, tedious, and error-prone data modeling. The result is a dynamically generated data model where anything can be changed or augmented on the fly, and insights can be iterated and explored interactively – allowing new questions to be answered immediately.

- **Interactive Data Stories.** Data Stories present fast, interactive insights that can be explored by business users to reach new answers. They are designed to support a business user’s natural problem-solving intuition and do away with pre-modeled and rigid reports. They utilize the power of native Spark-based processing to allow dynamic discovery and diagnosis of insights, as data updates.

- **Smart Discovery in Collaborative Business StoryBoards™.** The business can consume rich insights via ClearStory’s StoryBoards that capture multiple different analyses into a single storyline. In addition, ClearStory’s machine-driven, data-intelligent understanding of the data enables the system to automatically discover and recommend connected information and related insights to the user. Living, dynamically updating StoryBoards let key stakeholders and decision makers see “what’s happening” in the business, in-context with rich narratives to ensure consistent and timely data-driven decisions.