



## 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](http://www.bbbt.us).

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**Host:** Claudia Imhoff, President, BBBT  
**Guest(s):** Karl Van den Bergh, VP, Product & Alliances

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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 leading consultants, analysts, and experts in business intelligence and we meet with interesting and innovative BI companies here in a beautiful, but today, kind of snowy Boulder, Colorado. We not only get briefed on the latest news and releases, but we also share our ideas with the vendors on where we think the BI industry is going and help them with their marketing direction and messaging. The BBBT podcasts are produced by my company, Intelligent Solutions, and are sponsored by the B-Eye-Network. I'm Claudia Imhoff and I'm very pleased to introduce my guest today. He is Karl Van den Bergh. Karl is the Vice President of Products and Alliances for Jaspersoft. Welcome, Karl.

Karl Van den Bergh: Thanks, Claudia. Great to be here.

CI: It's good to have you here. It's been an enjoyable session so far. In fact, it's been a little bit controversial in some places. For example, you started off today talking about, what I would say is a BI paradigm shift.

The quote I got from you was that Jaspersoft wants information to find the individual, not the other way around. In other words, we don't have to hunt and search for the relevant analytics or whatever. We'd rather have the information actually just flow to us. Why don't you tell me a little bit about that?

KV: Yeah. Again, it's great to be here, Claudia. I'm very happy to get the insight from the BBBT group. We're very excited about what Jaspersoft is doing in the business intelligence market. This is a great opportunity for us to explain how we are doing, what we're doing, and why it's different.

You talked about this idea of bringing information to the user. When we look at the market today, we are in a market that really competes some time and information. In spite of the massive amounts of money that we're spending on business analytics today, and IDC quotes 34 billion dollars for 2012.



That's more than the GDP of a hundred of the world's countries. It's just a massive amount of money. In spite of the fact that business intelligence continues to be in the top, in the five priorities for CIOs, in fact, number one I think, according to Gartner's survey of 2,300 CIOs last year; in spite of the focus, in spite of the money that we're spending, still today, most information workers don't have access to interactive business intelligence. Yes, they might get a printed report, but that's not really business intelligence.

The reason that we believe that that is the case -- that most information workers who should have ready access to interactive business intelligence don't -- is that they don't spend their day inside of the application.

Guess what? Nor do they want to. They want to spend it in the CRM application if they're a sales rep or HR intern, or performance managed applications, if they're HR professional, whatever it is, whatever industry they're in, whatever function they're in, they will have the preferred application or preferred workspace.

Our value proposition is, let's bring the intelligence to them where they spend their day. Not expect them to go to a separate BI system to look for that report, to run a query, to find that right dashboard.

Rather, bring that report dashboard and the ability to create queries inside the applications where they actually spend their time.

CI: In other words, they would be doing their day-to-day activities in their CRM system or whatever it is, and when they come to a point they go, "Oh, I really need to look up that number percentage," or "I'd like to understand what they bought in the past," or something like that, "What's the trend in their buying behavior"?, that, instead of dropping that application and invoking Jaspersoft, you're saying just bring it all inside, just have it all there.

KV: Exactly. Bring it to them inside their preferred application. We call that Intelligence Inside. That's what we believe.

CI: Appropriately so.



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KV: Yeah, we believe applications need to become more intelligent. Business processes need to become more intelligent. That's what we're about.

CI: All right. That brings up my next question then. Because this Intelligence Inside, this theme of intelligence inside, has some pretty significant requirements in order to do what you're saying. Talk to me about these. There were three of them specifically. Talk to me about these requirements.

KV: Sure. When you think about the requirements for intelligence inside, let's start with the intelligence piece. What we believe is that this is no longer the case where, in the past, maybe there was some sort of embedded reporting. That's no longer sufficient because users today demand interactive or self-service business intelligence. One of the key components of the intelligence inside is that that intelligence is self-service enabled for the particular user profile.

If you're an executive, self-service to you probably means an interactive dashboard. If you're a data analyst, self-service probably means data exploration, or data visualization, or a lot of analysis. The right amount of self-service for the right user profile. That's number one.

The inside piece is the other part of intelligence inside. That means that you have to have a platform that is highly embeddable, that is based on standards, web standards, modern web architectures, and that is really easy to embed that functionality inside the application, the portal, or the website.

The third piece, because I started by saying that in this world of time where we compete on time information, every information worker should have access to business intelligence. If you really want to make it pervasive, that's a lot more people today -- than you are today.

Today maybe we're at 25 percent penetration. If you want to get 100 percent, that's a lot of people. The third piece is a highly cost effective, scalably cost effective platform. You can roll this out to tens or hundreds of thousands of users.



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CI: Exactly. So embed-ability, self-service, and affordability. Let me touch on the embed-ability just a little bit more. I can embed something inside of an application, but I think it's more than just calling a service.

It's actually making that service seamless with the application. Make it look like the application, so that the person interfacing with that doesn't even know that they're in business intelligence, correct?

KV: That is absolutely right. In some ways, the user does not realize that they're, or don't think of themselves as, a business intelligence user, because you've made that capability look like part of the application that is seamlessly integrated, so it appears at the right time when they need it. It's relevant to the context or the business problem they're trying to solve or decision they're trying to make at that point in the application. That is an incredibly important part of embed-ability. It should not look like a separate application. It should look like the application that they're working with.

CI: Yes, so everything looks the same.

All right. Something else that you mentioned, in fact you said it was Jaspersoff's mission, was to become the de facto reporting and analytic service in what you call the new IT stack. I'm a little curious.

What's "the new IT stack" and how does Jaspersoft achieve its mission statement?

KV: We've been talking for a while about the new IT stack. I think to your listeners, if I describe the components, they'll be certainly familiar with the different components. We just lumped them together and call them the new IT stack.

We see a big change in the IT infrastructure that is being used to build and deploy applications. I guess the three main components are that, increasingly, the compute level is cloud based. You're seeing, instead of internal server farms, it's becoming cloud based.

That could be a private cloud, still internal, but it's based on virtualization and scale out.



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CI: Not on premises necessarily?

KV: Not necessarily on premises, correct. The second component is that the data stores that these applications are being built on are no longer just relational. In many cases, they're built on these newer data stores. No SQL, Hadoop -- these are data stores that are increasingly becoming popular because of their scale out capabilities to handle larger data volumes.

Then the third piece is mobile devices, so that the applications are no longer just consumed on desktop, but they're also consumed on tablets or phones.

These are the components of what we call the new IT stack. Applications, running in a cloud, sourced on big data, and consumed on mobile devices. Our mission, as you said, is to become the de facto reporting and analytics service as part of that stack. What do I mean by that?

As developers are building applications, we want them to pick up Jaspersoft as the reporting or analytics service that they plug into their application that runs in the cloud, sourced on big data, and consumed on mobile devices.

That is the way that they application development world is moving, and that's the way that Jaspersoft is moving.

CI: It's an interesting one. You're right. We're still struggling with what the architecture even looks like with these new sources of data, these new devices that we're able to deploy them on. Like you said, even where we store the data is becoming a very difficult thing.

That means that Jaspersoft is going to have to really stretch or be extended, I guess, to accommodate all of these new things, correct?

KV: Yes. Maybe some concrete examples of what we're doing to accommodate this new IT stack: about a year ago we announced the availability of Jaspersoft as a BI service on VMware's Cloud Foundry and Red Hat's OpenShift.



For your audience, those two are platform as a service -- offerings from those vendors -- and platform as a services that layer in between infrastructure as a service and software as a service, where you abstract the middleware like database, and messaging services, and application service.

Today, Jaspersoft is still the only business intelligence vendor that provides BI as a service inside those platforms' service.

On the big data side, on these new data sources side, we have the unique capability because of our data agnostic architecture to connect directly to any data source whether or not it speaks SQL.

I give the example of MongoDB often because it's a very popular document based data store that coincidentally is actually used or deployed often as a service inside as a platform as a service. Both VMWare's Cloud Foundry and Red Hat Openshift offer MongoDB's service in their platform as service.

What Jaspersoft can do is connect directly to MongoDB and allow the user, the application developer, to build in a report or do analysis directly on that data without the need for ETL or building a data mart. That's a very powerful capability of the architecture.

Those are a couple of examples of what we're doing to accommodate this new IT stack.

CI: I'd like to bring it back to the embedded side of life as well though, because to me, you've really gone after that market. I mean you mentioned something like two-thirds, 67 percent, of your customers, are actually embedded applications or embedded solutions inside of other applications.

Do you see that as the big differentiator for Jaspersoft that you can embed yourselves into just about anything?

KV: Yeah, and it's our customers that brought us there. We started life as an embeddable Java reporting library. Jasper Reports was the technical



founding of the company and as I said, it was designed to be an embeddable library. We started our DNA as come from that world.

We have a unique opportunity, we believe with this market, because the embedded market and the audience shouldn't necessarily think about embedded as just embedded inside an ISV's application.

What we're seeing is more and more internal application development groups, who are building their own applications, embedding analytics, or customer facing organizations inside businesses are building portals for the customers or for their partners that have interactive business intelligence.

The embedded goes well beyond just ISVs embedding business intelligence and that's why we talk about the Intelligence Inside as applying to, really, every application, whether it be internal or external.

Yes, that is our differentiation, that's where, as what you said our two-thirds or our customer base is. That's where a large part of our community is. We have over 300,000 community members, and collectively today they have deployed about 130 thousand applications that embed Jaspersoft. It's powered by Jaspersoft's Intelligence Inside.

CI: Pretty impressive numbers.

Let me wrap up. We're almost out of time. Maybe one minute of your intelligence, if you don't mind. I always like to kind of get a feel... It's a new part of the year -- the start of a new year. Where do you see the BI marketplace going in this year?

KV: That's a very big question...

CI: Yeah, I know.

KV: ...to wrap up in a minute and a half. It's very gratifying, having been in the BI space for so long to see this market just constantly reinventing itself. When you see the likes of Dilbert cartoons that talk about...

CI: Talk about big data, wasn't that something?

KV: ...big data and the Cloud. You realize that you've reached mainstream in some respects. At the same time we're still only at the beginning. I think



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the opportunity as I see it, is to make data much more available to every user who could use it.

I really believe that we need to bring information to the business user when and where it suits them. Of course from my perspective, I see embed-ability becoming a hugely important theme.

In fact, Gartner now is talking about what they call actionable analytics or invisible analytics and I think that's the idea which is the user doesn't even know they're using analytics.

I'm really excited about that and I'm excited about the fact that the new big data stores out there are going to allow us to process much more cost effectively and much more efficiently, ever increasing amounts of data.

I think those are kind of the components that, really, I see as shaping 2013.

CI: I think that's an excellent wrap up.

That is, unfortunately, we are out of time right now. That's it for this edition of the BBBT Podcasting, and I'm Claudia Imhoff. It's been a great pleasure to speak with my guest today he's Karl Van den Bergh of Jaspersoft.

Thanks so much Karl, it's been a pleasure.

KV: Thanks Claudia.

CI: I hope you enjoyed today's session. If you want to read more about it please look at our blogs and our website. That's [www.boulderbibraintrust.org](http://www.boulderbibraintrust.org) or you can search for our hashtag on Twitter that's #BBBT. Please join me again for another interview. Good-bye and good business.