



## BBBT Roundup



### Birst

**Twitter:** [#birstbi](#)

**Event Date:** June 7, 2013

**Event Type:** In Person

**Podcast:** [Audio](#) [Transcript](#)

**Video:** [Event Video](#)

**Press Release:** [Press Release](#)

#### **Company Short Profile:**

From Birst: Birst delivers an enterprise-caliber Business Intelligence platform born in the cloud. Less costly and more agile than Legacy BI and more powerful than Data Discovery, Birst is engineered with an automated data warehouse and rich, visual analytics, to give meaning to data—all types and sizes. Global organizations like Samsung, Citrix, and Kellogg's and rapidly growing ones like Jive, GoPro, and OpenText are using Birst to think faster than their competition.



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**Presentation Topic:**

Cloud BI - Here Today and Here to Stay

Business Intelligence delivered as Software as a Service (SaaS) or more commonly referred to now as Cloud BI has been touted as the next big thing for close to a decade. At times, however, this seemed to be more hype than reality as security and other concerns restrained organizations from adopting BI in the Cloud. Today Cloud benefits outweigh those concerns and a new wave of vendors is delivering their solutions as a service. Birst, an early pioneer, has sought from the outset to deliver a full BI stack yet with the agility and ease of deployment common to data discovery. Its enterprise-caliber born in the cloud approach is winning adherents as more and more organizations rely on a platform that can be deployed in weeks, enterprise data sources added in a day, and a dashboard developed in minutes – all while being maintained by a business user.

**Presenter(s):**

**Brad Peters**

CEO and Co-founder

**Case Studies:**

[Jive](#)

[Citrix](#)

[DiamondStream](#)

**Pricing Model:**

Pricing start at \$20,000 and is based on number of users.