



ATSCALE

Integrate, Harmonize, Analyze: Better and Faster Insights Using More Data

A Smarter Foundation for the Analytics-Driven Business

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Introduction

The most successful enterprises run on data-driven insights. Those who can better access, harmonize, and analyze data will be rewarded. Being able to shorten the time from access to truly insightful action enables you to realize a wealth of business benefits:

- Improve agility and gain a competitive edge by making smarter business decisions faster;
- Transform customer experiences to generate loyalty and more profitable customer relationships;
- React more quickly to disruptions and exceptions as they occur;
- Optimize and streamline business processes across the enterprise.

Business leaders need to create a data-driven decision-making culture – and the necessary capabilities – within their organizations. **Business analysts** and line of business managers are striving to leverage more timely event and transactional information

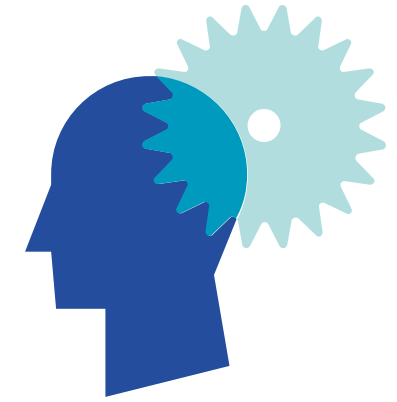
in their decision-making. The **data ops engineer** is emerging as a strategic player in the forward-looking organization, charged with situating comprehensive, quality data for use by different business users. **Data scientists** are creating models that

augment historical descriptive records with more actionable predictive and prescriptive insights. And **application developers** are building sophisticated AI/ML applications that incorporate data driven analysis and insights for immediate action.

Most personas in an organization now depend upon access to good data to perform their roles and a large number of people spend their time working to make that data accessible.



Building a Smarter Foundation



The growing complexity and number of data sources, as well as the increase in relevant stakeholders, makes for a complex operational environment that is hard to manage efficiently. As volumes grow, from internal and external sources, so too does the prevalence of data silos, and the challenges of timely access, integration, and analysis.

InterSystems IRIS® data platform, next-generation data management software, speeds and simplifies the ability for organizations to better leverage all this disparate data to meet their myriad business goals. InterSystems IRIS Adaptive Analytics, powered by AtScale's universal semantic layer, enables de-centralized self-service analytics while centralizing common definitions, governance, and control.

This smarter foundation allows you to realize the full business value of your analytics and data science initiatives.



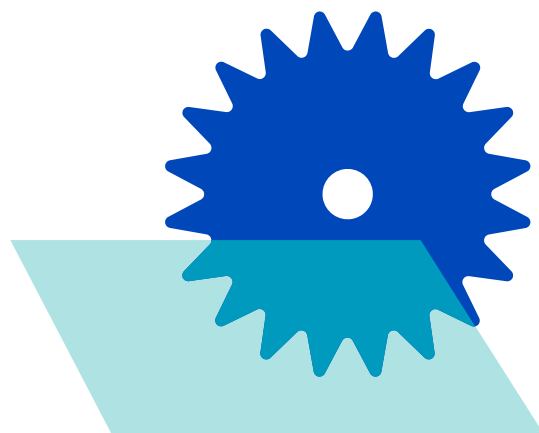
What Should a Smarter Foundation Do for Data and Analytics Initiatives?

Choosing a smarter foundation provides easy access to a single and consistent view of accurate, current, and trusted data. This delivers significant benefits to your organization.

- **Expands data access and usability for better insights.** Draw on all your data – from both internal sources and external services. Build enterprise class connected applications within a comprehensive platform that leverages all available data assets.
- **Eliminates delays.** Leverage data from disparate sources and feeds on demand, including real time event and transactional data, historical and third-party data, providing real-time and near-real time insights.
- **Ensures consistency and accuracy.** Fundamental data definitions and models stay consistent across the organization with centralized governance, ensuring data integrity preventing costly errors.
- **Reduces business risk and increases resiliency.** Incorporating advanced analytics including AI, ML, predictive and prescriptive analytics within data processing pipelines keeps you ahead of issues with compliance, fraud, customer retention, supply chain disruptions and more.
- **Accelerates the delivery of value.** Business analysts can securely access data via self-service capabilities to achieve faster insights. Data ops engineers can easily keep data delivery up to date, optimized and customized when required. Data scientists can be more productive, simplifying much of the tedious work wrangling data. Application engineers can work in a cutting-edge development environment to leverage ML and create world-class data-driven programs.
- **Helps control costs.** Reduce the number of solutions – and vendors – you need to manage, simplifying architectures and reducing maintenance.
- **Eliminates data duplication.** Instead of extracting data into your BI tools or making multiple copies, leverage the data where it is and let your staff continue to work with the tools they know.



What Does a Smarter Foundation Look Like?



Getting the richest, most timely business insights requires applying critical processes to all your data sources, whatever the format and latency (structured, unstructured, real time, historical, operational, etc.).

A smart data fabric architecture is the ideal approach to a smarter foundation. It's optimized to connect, collect, integrate, and harmonize disparate data on demand; perform a range of descriptive, predictive and prescriptive analytics; and support changing clients, applications, and use cases. InterSystems IRIS is the ideal technology for implementing such an architecture.

On the data consumer side, the value of a universal semantic layer lies in its ability to provide a consistent representation of the data and metadata to a range of personas and tools (e.g., data stewards, analysts, BI tools, spreadsheets, etc.) for data management and analytics.

Adaptive Analytics, coupled with a smart data fabric architecture enables the distributed and evolving stakeholders in data and analytics programs to leverage a greater volume and variety of data for better business decisions. It is precisely in these cross-data relationships and correlations that the 'needles in the haystack' – the valuable business insights – can emerge.



InterSystems IRIS

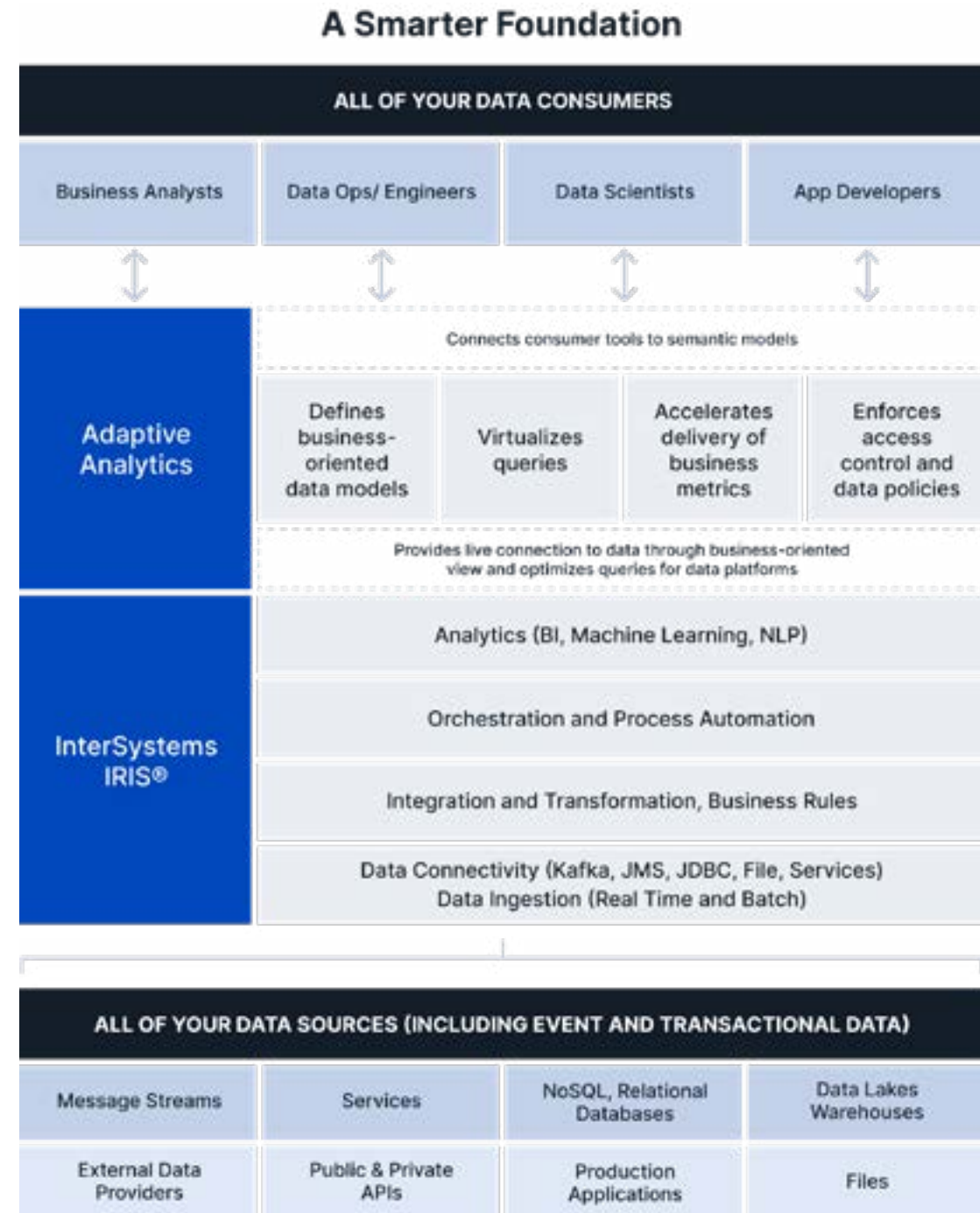
The InterSystems IRIS data platform is next-generation data management software that speeds and simplifies the implementation and maintenance of smart data fabric and data mesh architectures.

It is a comprehensive cloud-first product built from the ground up on a consistent architecture that provides many of the functional capabilities required for implementing data fabrics to power a wide range of critical enterprise applications, including Business 360, Customer 360, Supply Chain Visibility, IT/OT Convergence for Manufacturing, and Patient 360 for Healthcare.

InterSystems IRIS Adaptive Analytics

Powered by AtScale’s universal semantic layer, InterSystems IRIS Adaptive Analytics bridges InterSystems IRIS and BI tools – centralizing governance and control while enabling de-centralized analytics consumption and data product creation.

InterSystems IRIS Adaptive Analytics helps drive consistency, reduce compute cost and improve ease of use for a wide variety of consumption types and use cases.



Financial Services Asset Management Firm Sharpens Their Competitive Edge



BUSINESS CHALLENGE

An asset management firm manages \$100B dollars in assets for their clients. Real-time decision making is key to their competitive edge.

Like most financial services firms, the company deals with large volumes of disparate data including performance and attribution data coming from internal systems, client data from their CRM system, investment accounting data from a third-party service, subscription and redemption data from their transfer agencies, and real time streaming market data from a number of different market data providers.

Their challenge was to provide a variety of different users, including front office personnel, clients, and their quantitative analysts with access to the data and analytics, as well as the self-service capabilities they needed to meet their diverse needs.

Their goal for a new solution was threefold: to improve the timeliness of their data; make it more consistent and trustworthy; and ensure the right data reached the right people in the right formats to maximize business value.

THE SOLUTION

The firm implemented InterSystems IRIS and a smart data fabric architecture to connect, collect, integrate, harmonize, and analyze disparate data from all the required sources. Tightly coupled with Adaptive Analytics, a consistent representation of the timeliest data is ready for consumption. Consumers such as front office business users and data scientists can continue to use the tools with which they are comfortable. And reporting systems and dynamic dashboards are fed with secure, consistent data.

RESULTS

Manual tasks in business and client reporting have been significantly minimized or eliminated. Improved business and client reporting means delivering a better client experience and more timely and higher quality insights for key business decisions, enabling better returns with lower risk for their clients, higher profits for the firm, and reduced customer churn.



The Data-Driven Future

Choosing InterSystems IRIS with Adaptive Analytics as a smarter foundation for analytics lets you connect to everything you need, share more efficiently, and collaborate more productively to deliver greater business value for your data-driven organization.

That value will continue to accrue as you move forward.

- A smarter foundation supports a wide range of initiatives across the business – those that require different data, different kinds of analytics, and different personas for decision support.
- It enables business agility and digital transformation, like creating new cloud-based data and analytics intensive services for internal and external audiences.
- The foundation is extensible, growing with your business intelligence and data science programs. You can scale in terms of the scope and types of data you can consume as well as the volume of data you can manage.
- Over time, cost savings continue to increase as you implement additional use cases leveraging your existing infrastructure and data assets to support your BI and data science programs and digital transformation initiatives.

As you empower more users with data, making their jobs easier, richer, and more productive, you will be driving organizational and cultural change that moves your business ahead in a highly visible way.



Take the First Step

About AtScale

AtScale enables smarter decision-making by accelerating the flow of data-driven insights. The company's semantic layer platform simplifies, accelerates, and extends business intelligence and data science capabilities for enterprise customers across all industries. With AtScale, customers are empowered to democratize data, implement self-service BI and build a more agile analytics infrastructure for better, more impactful decision making. For more information, please visit www.atscale.com and follow us on LinkedIn, Twitter or Facebook.

About InterSystems

Established in 1978, InterSystems is the leading provider of next-generation solutions for enterprise digital transformations in the healthcare, finance, manufacturing, and supply chain sectors. Its cloud-first data platforms solve interoperability, speed, and scalability problems for large organizations around the globe. InterSystems is committed to excellence through its award-winning, 24x7 support for customers and partners in more than 80 countries. Privately held and headquartered in Cambridge, Massachusetts, InterSystems has 36 offices in 25 countries worldwide. For more information, please visit InterSystems.com.

To learn more about moving to a smarter foundation with InterSystems IRIS and Adaptive Analytics:

- Visit this website: <https://www.intersystems.com/solutions/adaptive-analytics/>
- Watch this webinar: <https://www.InterSystems.com/AtScaleWebinar>

