

# Product Overview

## Features, benefits and product architecture

Ideal-Analytics is a suite of software tools to glean information and therefore knowledge, from raw data. Self-service, real-time, on-demand ad-hoc analysis and high performance exploration functionality with plug-ability, scalability & security, available in both SaaS and on-premise model







## B. FEATURES AND SERVICES

Product Features	Availability
Multi-Account Installation	✓
Account Administration	
Account Management	✓
Profile Management	✓
User and Group Management	✓
Chart Customization	✓
Activity Audit	✓
Connector, Datasource and Dataset Management	
Connectors and Datasource	
RDBMS Connector	✓
File Connector	
Excel Connector	✓
CSV Connector	✓
Web Service	✓
REST Connector	✓
Google Analytics Connector	✓
Social Media Connector	
LinkedIn Connector	✓
Facebook Connector	✓
Twitter Connector	✓
Cloud File System	
Box Connector	✓
Application Connectors	
Salesforce Connector	✓
ERP/CRM Connector **	On-Demand
System Connector	✓
Custom Connector	✓
Dataset	
Preview and Configuration	✓
Hybrid Datasets	✓
Flexible Data Loading Strategy	✓
Dataset Explorer and Collaboration	✓
Dataset Explorer	✓
Dataset Sharing	✓
Dataset Access Control	✓



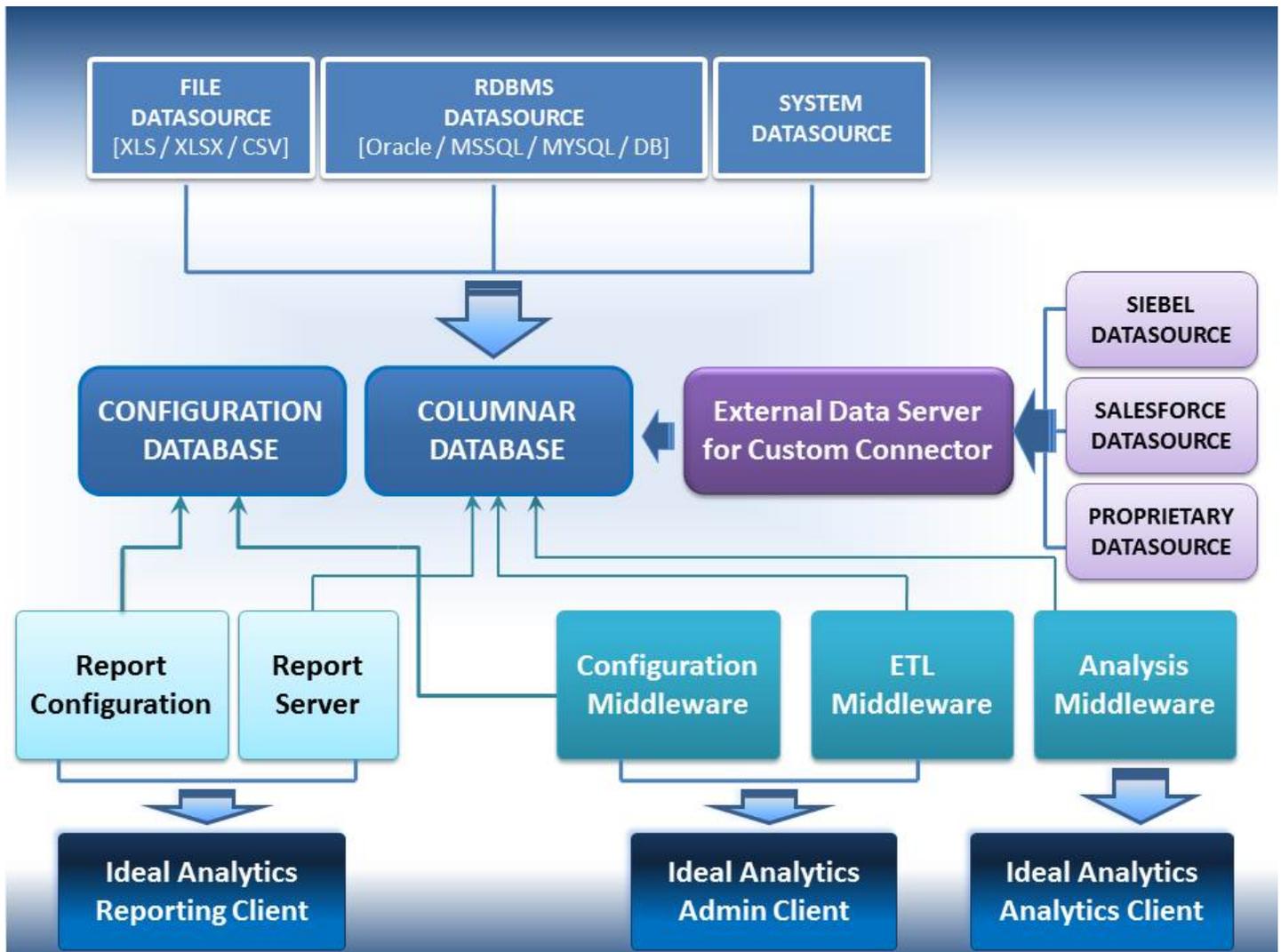
Dataset Backup	✓
External Data Management Tool / Data Modeler	✓
Incremental Data Loading	✓
Cross Dataset Linking	✓
<b>Analytics</b>	
Multi-Dimensional and Multi-Fact Dynamic Viewer	✓
Dynamic Filter	✓
In-Place Filter and Value Column based Search	✓
Drill Down	✓
Calculated Columns	✓
Calculations on Aggregation	✓
Custom Sorting	✓
<b>Visualization</b>	
Single Dimensional View	✓
Comparison View	✓
Tabular View	✓
<b>Chart</b>	
Comparison Charts	✓
Contribution Charts	✓
Correlation Charts	✓
Trend Charts	✓
Gauge / Slab Charts	✓
Accumulation Charts	✓
Target Analysis	✓
View Persistence	✓
Auxiliary Dimension and Mapping	✓
<b>Dashboard</b>	
Corporate Dashboard	✓
Personal Dashboard	✓
Customizable Layout	✓
Dashboard Component Externalization	✓
<b>Report</b>	
Template based Reporting	✓
Flexible Report Launching Configuration	✓
Graphical / Tabular / OLAP Report Components	✓
<b>Export</b>	
Export to Excel / Image	✓
Export to PDF	✓
<b>Mobile &amp; Tablet Access</b>	



BlackBerry	✓
Android	✓
IOS	TBD
Windows Mobile	✓
Integration / Plug-in Services	
API Abstraction for Connectors and Analytical Services	✓
Verticalization Infrastructure	✓
Internationalization	✓
Postmortem	✓

\*\* These datasources can be made available now through custom connetors plugins.

### C. ARCHITECTURAL HIGHLIGHTS



## On-demand Self-serving Analytics

Ideal Analytics incorporates an on-demand analytics methodology. We have moved away from traditional data-warehousing concept of transforming and loading transactional data from OLTP (or other data sources) to OLAP, and querying the data-marts with proprietary languages like MDX. Instead, we just load (without transforming) the transactional data into columnar storage and create an interactive and complete visualization over the aggregation of the transactional data with the help of standard SQL queries. This approach has the following advantages.

- We do not need any analysis storage (like OLAP store) and are not dependant on specific technologies like MDX. Instead we create interactive visualizations with the help of SQL queries, but without compromising performance as compared to OLAP store, by using columnar stores.
- There is no design phase for analytics views, as opposed to traditional data-warehousing tools, which need customized design models (created by tool consultants) to create the views on. In Ideal Analytics, the users themselves (administrative as well as end users) can configure the data-sources and interactive views are created off-the-shelf.
- Another advantage of this approach is micro batching for frequent incremental update, which is practically impossible for traditional systems with OLAP storage for data warehousing.

## Data-sources, Data-sets and Intermediate Relational Model

Ideal Analytics caters to multiple types of data-sources like Excel, RDBMS and web-services. Administrative users have the option of creating an intermediate relational model, which can be populated from heterogeneous data-sources (e.g. one table being populated from excel, whereas another table is being populated from a web-service). The administrator can then create and configure multiple data-sets on top of the relational model. Each data-set will have its own dimension/fact mapping, data-types assigned to the columns and hierarchical relationship among dimensions, facilitating multi-path drill-down functionality in the analysis view for the data-set.

## Data Load and View Update Strategy

Ideal Analytics has the capability to load data to its column storage both on-demand (pull) and automatically by receiving the data (push).

- Pull strategy: This methodology is primarily used to reload the complete data-set. In case, the backing data-source allows installation of custom agents (e.g. a database agent installed in the backing RDBMS, which has the capability of providing incremental data-set), this strategy will cater for on-demand incremental data load.
- Push strategy: In case, the backing data-store allows for installation of real-time synchronizing agents, ideal Analytics can listen for updates in the datasets and update the data-sets on a real-time basis.

The Ideal Analytics view has the capability of updating the view automatically, in case the underlying data-set is updated (as mentioned above). The view update frequency can be configured while configuring the dataset, according to the nature of the dataset.

## Vertical specific adapter architecture

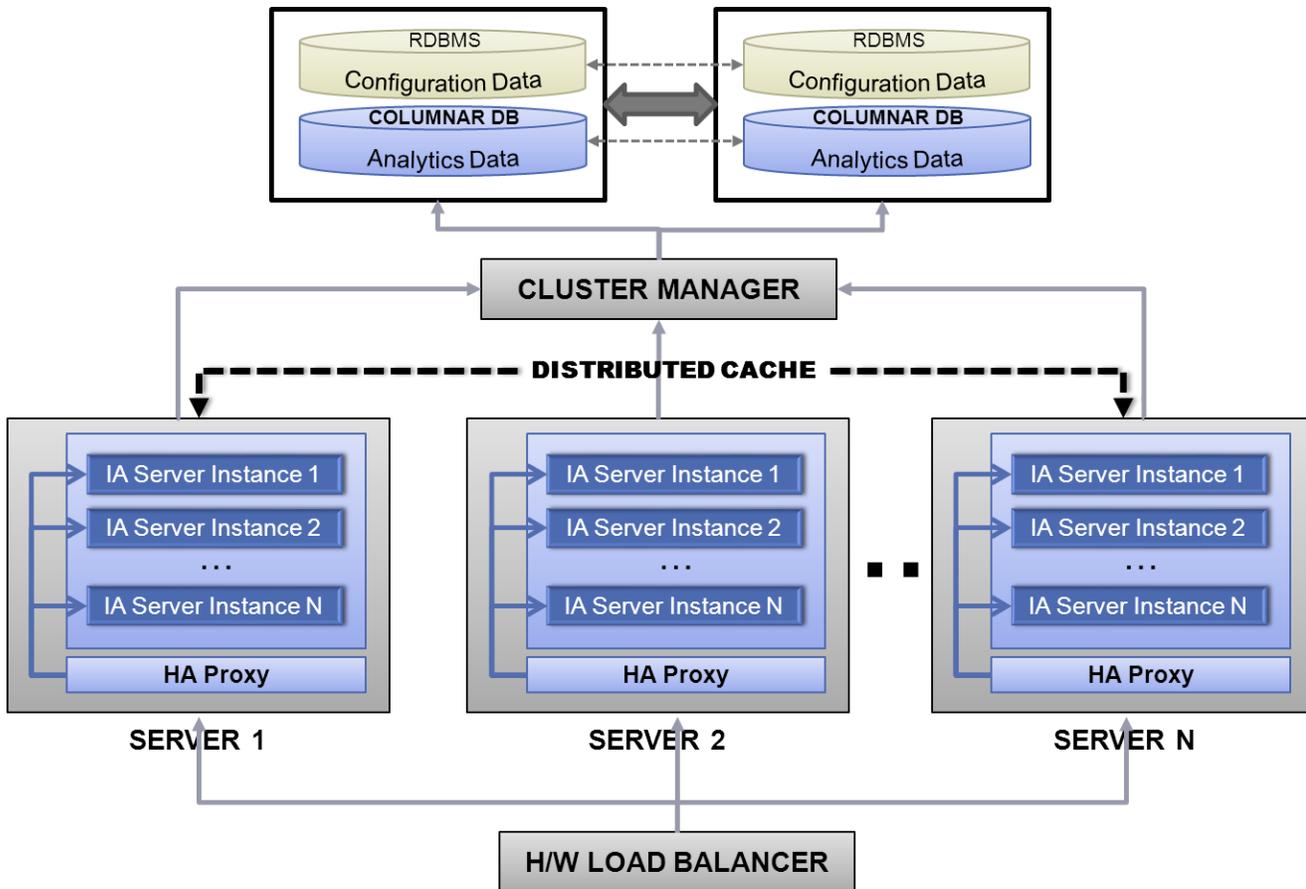
Ideal Analytics provides an API base for developing a custom connector to a proprietary data-source/system. As a result, analysis of data stored in a proprietary system becomes easy with quick turnaround time for development. It also provides out of the box implementations of industry standard platforms like Sales-Force.



## Scalability

Ideal Analytics servers are linearly scalable. Ideal Analytics instances are mostly stateless, backed by centralized and replicable instances of RDBMS storage and column storage and fronted by High availability proxy server and hardware load balancers. The only state-full nature of the server is the authentication state, i.e. login sessions, which are by default distributed cache enabled. So, a new Ideal Analytics server instance can be added to the existing cluster seamlessly, to scale up the performance.

## Deployment Architecture



# idealanalytics

Analytics On-Demand

[www.ideal-analytics.com](http://www.ideal-analytics.com)

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