Customers, Fast Data, and Results
How real companies are creating business value with TIBCO Fast Data
TIBCO Software empowers executives, developers, and business users with Fast Data solutions that make the right data available in real time for faster answers, better decisions, and smarter action. Over the past 15 years, thousands of businesses across the globe have relied on TIBCO technology to integrate their applications and ecosystems, analyze their data, and create real-time solutions. Learn how TIBCO turns data—big or small—into differentiation at www.tibco.com.
### Customers across 13 Industries

<table>
<thead>
<tr>
<th>Company</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air France KLM</td>
<td>Daily flights facilitated by TIBCO technology</td>
</tr>
<tr>
<td>Banco Sabadell</td>
<td>REDUCED Transaction time and operations time-to-market</td>
</tr>
<tr>
<td>Bank of Montreal</td>
<td>30–50% Reduction in time to market for business process automations</td>
</tr>
<tr>
<td>Blue River Analytics</td>
<td>MINUTES OR HOURS Time needed for production forecasting</td>
</tr>
<tr>
<td>Con-way</td>
<td>$500,000 Amount under budget for the integration project</td>
</tr>
<tr>
<td>Consorsbank</td>
<td>20% Increase in new customer revenue</td>
</tr>
<tr>
<td>Cargill</td>
<td>4 WEEKS TO REAL-TIME Data mashup time savings</td>
</tr>
<tr>
<td>Cerner</td>
<td>DECREASED Time and cost</td>
</tr>
<tr>
<td>Citibank Brazil</td>
<td>50% Increase in sales force productivity</td>
</tr>
<tr>
<td>Dell SecureWorks</td>
<td>200% Business growth over the past 18 months</td>
</tr>
<tr>
<td>eClinicalWorks</td>
<td>$8 MILLION Yearly savings identified by one customer</td>
</tr>
<tr>
<td>Euler Hermes</td>
<td>6 TO 0 HOURS Reduction in time for data collection and analysis</td>
</tr>
<tr>
<td>FrieslandCampina</td>
<td>30% Reduced time and effort for generating reports and interpreting data</td>
</tr>
<tr>
<td>FTI Consulting</td>
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</tr>
<tr>
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<td>THOUSANDS LP gas reservoirs being monitored</td>
</tr>
<tr>
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</tr>
<tr>
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<td>5× Reduction in IT resources and time needed to support business analysts</td>
</tr>
<tr>
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<td>$2M Immediate savings achieved with fast identification of outliers</td>
</tr>
<tr>
<td>Oil and Gas Company</td>
<td>5 TO 10% Estimated production increase using Spotfire</td>
</tr>
<tr>
<td>QSuper</td>
<td>ALL Functional silos eliminated</td>
</tr>
<tr>
<td>BNL</td>
<td>25% Reduction in TCO</td>
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Customers across 13 Industries

- **R. Lacy**
  - **CASH FLOW**
    - Enhanced, by identifying poor performing wells and addressing problems

- **Risk Control Technologies**
  - **SEAMLESS**
    - Customer experience with Jaspersoft single sign-on

- **Ruths.ai**
  - **$120M**
    - One client’s savings over three years, discovered using Spotfire

- **Sage Human Capital**
  - **50%**
    - Reduction in costs

- **SofTrek**
  - **50%**
    - Reduction in time to market

- **SunGard**
  - **DECREASED**
    - Operations overhead, development, support

- **TXODDS**
  - **1**
    - Data feeds, down from 2

- **Western Union**
  - **BILLIONS**
    - Secure transactions using TIBCO

- **XL Axiata**
  - **INCREASED**
    - Campaign conversions and revenue per user

- **Yakult**
  - **15 TO 20%**
    - Sales increase due to Spotfire

- **ZE PowerGroup**
  - **INCREASED**
    - Market share and close rates
Air France KLM

Objectives
1. Deliver an IT infrastructure that enables effective communications between aircraft, Eurocontrol, customs, pilots, and many third parties.
2. Ensure that operations are cost-effective, run smoothly, and deliver high quality service.
3. Deliver a customer-oriented solution based on external web services and global market standards.

Business Outcomes
1. Improved customer service for departure delays, enabling Eurocontrol to be automatically informed of flight plans and destinations.
2. Centralized communications and data flow deliver broad visibility into real-time operations and business performance at each airport.
3. Orchestrated steps that validate passengers and allow them to embark quickly, thereby improving quality of service.

Fast Facts
- Industry: Airlines
- Fleet size: 235
- Destinations: 204
- Parent company: Air France-KLM
- Employees: More than 69,000
- Applications: Thousands, now coordinating through TIBCO

Solution
- TIBCO ActiveMatrix BusinessWorks™
- TIBCO Hawk®
- TIBCO Enterprise Messaging Service™
- TIBCO BusinessEvents®

“TIBCO delivers extreme value because it allows us to deploy a very reliable infrastructure for our customers. We can follow the business in real time. It allows us to improve the passenger experience.”

—Frederic Jacques, operations middleware manager

1,500
Daily flights facilitated by TIBCO technology
“The main benefit of the TIBCO SOA architecture has been reuse of business functionality in a standardized way. We are now more productive in developing new applications, have a shorter time to market, and can grow our systems with more control.”

—Joan Carles Munuera, architecture director

Objectives
1 Deliver top-quality financial services and the best customer experience possible through a new digital banking model.

Business Outcomes
1 The TIBCO SOA architecture allows reuse of business functionality in a standardized way, increasing productivity of new application development.
2 Reductions in transaction time and operations time-to-market have improved operational efficiency, helping the company meet its digital banking goals.
3 The foundation is now in place to deliver an omnichannel customer-centric user experience.

Fast Facts
• Industry: Financial Services
• BMAD: SAB
• Founded: December 31, 1881
• Employees: 17,500 (2013)

Reduced Transaction time and operations time-to-market

Solution
• TIBCO ActiveMatrix® Service Grid
• TIBCO ActiveMatrix BusinessWorks™
• TIBCO Rendezvous®
• TIBCO Enterprise Message Service™
• TIBCO ActiveMatrix® BPM
Objectives
1 Proactively identify customer needs across all channels and deliver relevant real-time offers to personalize the banking experience.

Business Outcomes
1 All customer channels are connected to all products and services across all lines of business, which dramatically improves customer engagement and satisfaction.
2 The ability to make real-time relevant offers to customers fuels personalization and enabled a 3X increase in offer acceptance.
3 Business process automations drove a 40–50% reduction in integration costs.

Fast Facts
- **Industry:** Financial Services
- **Founded:** 1817
- **Customers served:** More than 12 million
- **TSX, NYSE:** BMO
- **2014 total assets:** CAN$589 billion
- **Employees:** 46,000

Solution
- TIBCO ActiveMatrix BusinessWorks™
- TIBCO Spotfire® Desktop
- TIBCO BusinessEvents®
- TIBCO ActiveMatrix® BPM

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“The integration and the events capability allow us to have those relevant, timely conversations with our customers across channels.”
—Gayle Ramsay, vice president of customer analytics

30–50%
Reduction in time to market for business process automations
Blue River Analytics

Objectives
1. Enable a broad spectrum of oil and gas customers, from beginners to very advanced data scientists.
2. Help clients get to the most important insights quickly and efficiently and make very important decisions just as fast.
3. Deliver three types of services: training, templates that give users an advanced starting point for applying analytics to common use cases, and advanced data science techniques.

Business Outcomes
1. Customers’ appreciation that they can enrich their data with custom calculations or advanced data science that then becomes part of the data for easy use in visualizations.
2. For one client, forecasting time reduced to minutes or hours and the interface from paper and spreadsheets to intuitive, visual Spotfire displays.
3. Customers now have a platform for advanced analytics, which includes a visual, easy-to-use interface, an unlimited statistical engine, and use of the R programming language.

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Fast Facts
- Industry: Oil and Gas
- Founded: 2014
- Headquarters: Denver

Solution
- TIBCO Spotfire®

Minutes or Hours
Time needed for production forecasting

“Spotfire does things that no other analytics platform can do. It’s just very easy to use, very visual, but it also combines a very powerful statistical engine for advanced modeling.”

—Andy Lathrop, Analytics Director

Blue River Analytics
The requirement for globalization was to build a strong infrastructure that could enable the most innovative banking services in the most flexible way. We trust in TIBCO platforms for our customers and our business.”

—Federico Pastore, program manager, BNL TIBCO Competency Center

Objectives
1. Improve customer acquisition by providing the most innovative, customer-focused banking services.

Business Outcomes
1. Improved time-to-market with business process automation.
2. Ability to provide customers with multi-channel customer experience.
3. Reduced total cost of ownership of infrastructure development activities.

Fast Facts
- **Industry:** Financial Services
- **Presence:** 75 countries
- **Locations:** 950
- **Employees:** 17,000
- **Consumer clients:** 3 million
- **Corporate clients:** 40,000
- **Trading centers:** 10 worldwide

Solution
- TIBCO ActiveMatrix® BPM
- TIBCO ActiveMatrix BusinessWorks™
- TIBCO ActiveMatrix® Service Grid
- TIBCO BusinessEvents®
- TIBCO Enterprise Message Service™
- TIBCO Hawk®
- TIBCO Spotfire®
- TIBCO ActiveMatrix BusinessWorks™ Plug-in for Data Conversion

Reduction in TCO
25%
“To achieve supply chain optimization in hydrocarbon markets, we can now source the model and present its outputs for trading, energy projects, credit risk, and marketing, and enable opportunity identification and execution.”

—Geoffrey Lakings, market technology analyst

Objectives

1. Improve management and processing of large volumes of diverse data to enable fast response to market events.
2. Achieve supply chain optimization in hydrocarbon markets.
3. Form a strategic partnership with ZE PowerGroup to leverage an analytics tool from a best-of-breed provider.

Business Outcomes

1. Analysts can easily mashup data sources and produce an analytic profile of the data in real time.
2. Data visualizations give analysts the agility they need to make informed decisions on market opportunities and improve the supply chain business.
3. The new market intelligence solutions have reduced the time required to turnaround trading tools from months to days.

Fast Facts

- **Industry:** Energy
- **Headquarters:** Minneapolis, MN
- **2014 revenue:** $1.87 billion
- **Experience:** 150 years
- **Employees:** 143,000 in 67 countries
- **Renewable energy use:** 14.2%

Solution

- TIBCO Spotfire®
Cerner

Objectives
1. Achieve compliance with the Health Insurance Portability and Accountability Act (HIPAA) by monitoring user activity across the entire network to identify security incidents and maintain an audit trail of system access.

Business Outcomes
1. Improved the internal customer experience by providing the required log reports.
2. Reduced cost through streamlining architecture.
3. Increased agility by re-using infrastructure.

Fast Facts
• Industry: Healthcare
• Founded: 1999
• 2014 revenues: $315 million
• Employees: 5,000

Solution
• TIBCO LogLogic® Enterprise Virtual Appliance
• TIBCO LogLogic® Compliance Manager

“The trust we put into TIBCO is giving our customers a better experience because we’re able to capture and save the logs and give them the reports that they require.”
—Nichole Windholz, senior security manager

Decreased
Time and cost

read success story »

“...because we’re able to capture and save the logs and give them the reports that they require.”
—Nichole Windholz, senior security manager
“What we needed most from TIBCO were the capabilities from its combined technology solutions: business process management, analytics, and integration services. With these, we can resolve a lot of different business problems at Citibank.”

—Roberto Mercadante,
senior vice president, operations and technology organization

Citibank Brazil

Objectives
1 Go digital to increase competitiveness against other large banks and improve customer satisfaction.
2 Eliminate inefficient manual processes and consistently measure results.
3 Reduce operational risks such as fraud, customer churn, and loss of control over processes.

Business Outcomes
1 Digitalization enables a 20% increase in the time managers spend on client-facing activities, improving the customer experience.
2 Analytics is now the common language between IT and the business, driving faster time to insight and action with less involvement from IT.
3 Account opening cycle time has been reduced by 70%.

Fast Facts
- **Industry:** Financial Services
- **Reach:** 20 cities, 79 branches
- **Awards:** 2014 IBRC "Best Bank"
- **History:** 2015 marks 100 years in Brazil

Solution
- TIBCO ActiveMatrix® BPM
- TIBCO Spotfire®
- TIBCO ActiveMatrix BusinessWorks™
- TIBCO Professional Services

50%
Increase in sales force productivity
What we found with this new world of event-driven architecture and complex event processing is that we can automate business processes that were impossible before. They were only in the brains of the experts.”

—Maja Tibling, principal enterprise architect

Con-way (now XPO Logistics)

Objectives
1. Provide more intelligent information to improve business decision-making and service delivery.
2. Automate business decisions to increase revenue and keep costs down.

Business Outcomes
1. Real-time data provides additional insight into the business to enable change readiness, network-wide optimization, and reduced planning time.
2. Automated business processes, which were impossible before, enable more accurate business decisions that help reduce costs.

Fast Facts
- Industry: Transportation and Logistics
- NYSC: CNW
- 2014 Revenue: $5.8 billion
- Employees: 28,000
- Operating locations: 20 countries, 5 continents

Solution
- TIBCO BusinessEvents®

Amount under budget for the integration project

$500,000

Con-way

Amount under budget for the integration project

Con-way

read success story »
Consorsbank

Objectives
1. Expand the bank’s Circle of Intelligence BI platform to provide visualizations that make complex data accessible and easy to understand.

Business Outcomes
1. Bank employees can easily develop rapid, up-to-date analyses and share insights to address pressing issues about the market and customer behavior.
2. Insight on account opening and closing processes and customer dialogue provides new knowledge fast, leading to better customer service.
3. A new service-oriented customer approach drove a redefinition of customer onboarding processes and enabled a reduction in advertising costs.

Fast Facts
- **Industry**: Financial Services
- **Location**: Nuremberg, Germany
- **Clients**: More than 800,000
- **Client deposits**: More than €25 billion
- **Member of**: French bank BNP Paribas

Solution
- **TIBCO Spotfire®

"The feedback on our analyses was totally positive. The visualizations bring the data to life. Spotfire leads users intuitively to surprising and valuable knowledge."

—Jörg Neumann, director, business intelligence

20% Increase in new customer revenue
150 Users running analytics based on interactive visualizations

read success story »
Objectives
1. Enable organizations to predict emerging threats; fortify cyber defenses; detect malicious activity in real time; and prevent, prioritize, and rapidly respond to security breaches.
2. Use fast and accurate log analysis to respond to incidents with insight into what has and will happen and to craft a response that minimizes business impact.
3. Become clients’ trusted security advisor by providing complete solutions.

Business Outcomes
1. The ability to find, contain, and eradicate threats faster with highly optimized processes and technology based on a wide range of LogLogic physical and/or virtual appliance deployment options.
2. The ability to stay close to clients, listen to their security problems, and build services that bring together people, processes, and technology to protect and enable them in the face of extensive security threats.
3. A TIBCO partnership that has gone to the next level, enabling joint business growth of more than 200%.

Fast Facts
- **Industry:** High Technology
- **Parent:** Dell, Inc., since 2011
- **Headquarters:** Atlanta, GA
- **7x winner:** SC Magazine US Reader Trust Award

Solution
- TIBCO LogLogic®

"TIBCO worked hard to help us fit its technology into our sales model and provide it in a way that meets clients’ technical and budgetary requirements. We provide a wide range of deployment options using LogLogic, and TIBCO provides us with great behind-the-scenes sales support."

—Jon Ramsey,
Chief Technology Officer and Senior Dell Fellow

200%
Business growth over the past 18 months

read success story »
Great technology and magic are the same thing. The customer needs to know it’s there and that it works. Our system can identify if a customer is at home or not and react differently. With TIBCO, it just works.”
— Miguel Rodriguez, head of research and development

Objectives
1. Provide an infrastructure where cloud-based services, like weather and security, and events coming from the Internet of Things, can be used to enable smart homes at low cost.
2. Meet the privacy and security requirements of the homeowner.

Business Outcomes
1. Integration with home Internet of Things devices delivers reliable two-way communication and enables the smart homeowner to easily control their environment anywhere, any time.
2. A reliable customer experience that is evolutionary, low cost, secure, and private.

Fast Facts
- **Industry:** High Technology
- **Founded:** 2004
- **European market entry:** 2011
- **European market penetration by 2014:** Most countries
- **Advancements:** Added Tesla to the smart home, 2015

Solution
- TIBCO® Cloud
- TIBCO BusinessEvents®
- TIBCO® Mashery

ONE
Number of vendors that could enable this business

read success story »
"The trust we've put in TIBCO is giving our customers a better experience in so many ways. Spotfire is really strong in healthcare, and TIBCO understands healthcare complexity and how it could be solved through analytics."

—Rohan D’Souza, product manager

Objectives
1. Expand the business from simply capturing healthcare data to converting it into actionable insight at the point of care.
2. Integrate with a proven analytics vendor with healthcare expertise.

Business Outcomes
1. New revenue from existing customers and reduced operating expenses.
2. Actionable insights supplied by the EHR system gives healthcare providers information at the point of care, which improves care delivery.
3. Since becoming a Spotfire OEM, 30–40% improved up-sell and cross-sell, yielding higher revenues.

Fast Facts
- **Industry:** Healthcare
- **Founded:** 1999
- **2014 revenues:** $315 million
- **Employees:** 5,000
- **Customer renewal rate:** 98.9%
- **Customers:** 100,000 physicians; 600,000 users

Solution
- **TIBCO Spotfire**

$8 million
Yearly savings identified by one customer

read success story »
Objectives
1. Demonstrate the value of services and information to customers.
2. Empower the sales force with real-time data to support customers in making the right decision at the right time.

Business Outcomes
1. The ability to show information to customers during sales calls has improved interactivity, transparency, and trust.
2. An empowered global sales team can access customer data from multiple lines of business to structure the decision for the customer.
3. Significant improvement in sales force productivity and enhanced view of customer data shortens the sales cycle.

Fast Facts
- **Industry**: Insurance
- **Parent**: Allianz
- **Euronext**: ALL
- **2014 Turnover**: €2.4 billion
- **2014 Net income**: €302 million
- **Experience**: More than 120 years
- **Presence**: More than 50 countries, 5 continents
- **Distribution**: Direct agents, banks, and brokers
- **Coverage**: More than 200 foreign markets

Solution
- TIBCO ActiveMatrix BusinessWorks™

"With the Smart Knowledge software we are developing for tablet computers, and the connectivity provided by BusinessWorks, a sales person can show data graphically so a prospect can see what we provide. It provides transparency."

—Olivier Lehe, head of IT connectivity, innovation, CRM, and websites

6 to 0 hours
Reduction in time for data collection and analysis

"read success story"
Objectives
1. Transform the sales and operations planning (S&OP) process across all hubs.
2. Maximize valorization of the milk supply.
3. Evolve to Gartner Level 3 in which business decisions are based on value and the complete financial impact.

Business Outcomes
1. A new business model enabled by Spotfire implementation in all 10 S&OP hubs, allowing company-wide data and planning KPI standardization.
2. Inventory optimization that allows viewing complete in-store inventory levels at any time, laying the foundation for optimal valorization.
3. S&OP process maturity raised to Gartner Level 2 to 2 ½.

Fast Facts
- **Industry:** Manufacturing
- **Annual revenue:** €11.3 billion
- **Member farmers:** 19,000
- **Employees:** 22,000
- **Product distribution:** More than 100 countries
- **Headquarters:** Amersfoort, Netherlands
- **Offices:** 32 countries

Solution
- **TIBCO Spotfire®**

"We are transforming our planning processes, and Spotfire is enabling that by ensuring that complex data now becomes visible in a common, more actionable way, and new insights can be derived that enable people to make better business decisions."

—Erwin Logt, corporate director, ICT

30%
Reduced time and effort for generating reports and interpreting data
FTI Consulting

Objectives
1. Reduce consulting implementation times and provide client operations monitoring.
2. Provide clients with turn-key web solutions for fast identification of performance improvement opportunities.

Business Outcomes
1. Faster implementation time for key operational improvements that allow handling more clients with the same number of consultants.
2. Customers are now provided the timely information they need to make decisions and improve performance.

Fast Facts
- **Employees**: 4,400 in 26 countries
- **Expertise**: 80 disciplines
- **Rank**: Advisor to 47 of the world’s 100 largest companies
- **2014 revenue**: $1.76 billion
- **NYSE**: FCN

Solution
- TIBCO Spotfire®

Business Outcomes
1. Faster implementation time for key operational improvements that allow handling more clients with the same number of consultants.
2. Customers are now provided the timely information they need to make decisions and improve performance.

$8 Million
Savings achieved for a 300-bed hospital by increasing productivity 9% and reducing overtime 14%

“Using Spotfire to build guided analytics solutions, we’re able to quickly identify and quantify problems, point out why problems occurred, and also how to correct them. This is invaluable in the healthcare industry.”

—Mitchell Goldstein, director in FTI Consulting’s Health Solutions practice

read success story »
Objectives

1. Visualize data to understand who is using the company’s products and why.
2. Understand the cost of building products and their associated revenue.
3. Discover the most effective marketing channels and the impact that products have.

Business Outcomes

1. Identification of new use cases, in some cases showing increased business value for users of 2X.
2. The ability to capture all data points allowing development of the product story that shows revenue generation as well as improved operational efficiency.
3. Insight that enables fact-based decision-making and drives optimal investments. Spotfire visualizations provide understanding of marketing channels that ultimately saves money.

Fast Facts

- **Industry:** HR
- **Parent:** Adecco
- **Headquarters:** Jacksonville, FL
- **Employees:** 23

Solution

- TIBCO Spotfire®

“I knew Spotfire was powerful enough to give us answers. The trust we put into TIBCO is giving our stakeholders better confidence in our ability to generate solutions that provide business value.”

—Sean Paley, President

Visibility Increased

Products, sales, revenue, productivity
“With BPM we've made our processes consistent across all channels and easy for our customers. As a result, within two years our net promoter score increased from -12 to +5, taking ING Turkey from a number six position in the market to number one.”
—Gorkem Koseoglu, chief operating officer

Objectives
1. Improve customer service and market share.
2. Make banking accessible through a mobile device, the Internet, or a branch.
3. Empower customers with options that allow them to make their own financial decisions.

Business Outcomes
1. Significant expansion in non-branch distribution channels increased market share from 3% to 5%, sales by 200%, and customer satisfaction by 17 net promoter score points.
2. Flexibility to move parts of back-office activity to other locations to reduce costs and increase efficiencies.
3. Process improvements that enable customers to get loan approval in 5 minutes (down from 30 minutes) and use their ATM card to access the money within five minutes.

Fast Facts
- **Industry**: Financial Services
- **Headquarters**: Istanbul
- **Customers**: 3 million
- **Branches**: 308
- **Employees**: 6,300
- **Parent**: ING Group

Solution
- TIBCO ActiveMatrix® BPM

+17
Net Promoter Score increase

ING Turkey
Objectives
1. Build customer loyalty by providing greater reliability of the LP gas supply.
2. Give employees at every level the information they need to make good business decisions.
3. Transition from a distributor to a multi-utility company.

Business Outcomes
1. Significantly improved supply reliability and increased customer loyalty using real-time reporting and operations information.
2. Visibility into critical reservoir levels and identification of which reservoirs need to be filled.
3. Improved logistics and lower risk, resulting in the ability to transform from a distributor to a multi-utility company.

Fast Facts
- **Industry**: Oil and Gas
- **Headquarters**: Koper, Slovenia
- **Group revenue (2013)**: €85 million
- **Founded**: 1990
- **Employees**: 284
- **Operations**: Slovenia, Croatia, Serbia, Bosnia, Herzegovina

Solution
- TIBCO Spotfire®

“We needed best business practices on decision making and reporting, meaning visualizations and the value that can be derived from the information contained in them. We wanted to establish a partnership with a provider, not only on an IT level, but also on a business consulting level. We found all this help through the people at TIBCO.”

—Črtomir Ješelnik, CIO
MAIF

Objectives
1. Continue the excellent relationship established with members.
2. Strengthen growth of subsidiaries and affiliates and improve performance across all channels.
3. Develop IT agility and modernize systems to accelerate time to market.

Business Outcomes
1. A 2015 TIBCO Trailblazer Award for revolutionizing its IT architecture and enabling a consistent customer and partner experience across all channels.
2. Collaborative economics and its partner ecosystem have led to an increase in performance by subsidiaries and affiliates.
3. Significantly reduced time to market and an IT infrastructure that enables 100% of their estimates to produce the same results on all channels.

Fast Facts
- Industry: Insurance
- Founded: 1934, by teachers
- Governance: Board of directors and member-elected delegates
- Rank: 5th in France for auto and home insurance
- Awards: Highest member satisfaction, 11 years running
- Employees: >6,000
- Members: 3.4 million
- 2014 Sales: €3.278 billion

Solution
- TIBCO ActiveMatrix BusinessWorks™
- TIBCO Enterprise Message Service™
- TIBCO Mashery®
- TIBCO Professional Services

MAIF

Fast Facts

“The significant improvement we made was that 100% of our estimates are producing the same results on all channels. For us, it’s a tremendous achievement. We know we will be able to get new, expanded services to market faster to meet member needs.”

—Benoit Louis,
Middleware Consulting and Support Manager

Consistent estimates delivered across all channels

read success story »
“With Spotfire, we have the confidence that when a customer goes into one of our stores, they can see the product they want and buy it. The solution helps to ensure M&S is number one.”

—Pete Williams, head of enterprise analytics

Objectives
1. Empower business analysts to enhance decision-making.
2. Fundamentally change the culture of IT.
3. Drive operational efficiency and IT resource optimization.

Business Outcomes
1. Business decisions are now data-driven, an improvement that has fundamentally changed the IT-business relationship.
2. Data visualizations improve inventory forecasting, so customers can buy the product they want on the spot.
3. IT resource and time needed to support business analysis has decreased 5x.

Fast Facts
- Industry: Retail
- London Stock Exchange: MKS
- Member: FTSE 100
- Headquarters: London, England
- UK stores: 843
- International stores: 486
- 2014 Revenue: £10 billion
- Employees: 85,000

Solution
- TIBCO Spotfire®

Reduction in IT resources and time needed to support business analysis
“Early in the Spotfire implementation phase, we quickly found outliers, and by acting on them, saved $2 million, just like that.”

—Liesbet Wouters, senior business process expert

### Objectives
1. Give the business visibility and control of its complex sales model data.
2. Improve management of distributor incentive programs.
3. Optimize analyst resources and data sharing.

### Business Outcomes
1. Self-service BI has enabled the business to control its complex data model and forge a strong partnership with IT.
2. Fast identification of customer invoice price data identifies margin leakage and improves the distributor incentive model.
3. Significant improvement in analyst productivity with 80% of their time now spent on real data analysis and 20% on sharing insights.

### Fast Facts
- **Industry:** Manufacturing
- **NASDAQ:** NXPI
- **Headquarters:** Eindhoven, Netherlands
- **Experience:** 55 years
- **Presence:** Operations in more than 25 countries
- **Revenue 2013:** US$4.82 billion

### Solution
- TIBCO Spotfire®

### Immediate savings
Immediate savings achieved with fast identification of outliers
Objectives
1. Improve operation and cost efficiencies, especially when oil prices are low.
2. Answer questions fast to optimize production, decide on acquisitions, and ultimately move the business forward.
3. Attain an automatically updated system that could integrate with Spotfire to handle billions of rows of data.

Business Outcomes
1. Improved efficiency with the ability for engineers, economists, and geologists to work in the same software package and build solutions in minutes versus days.
2. The ability to visualize the results so people can quickly ascertain whether the assumption is valid speeds decision making.
3. Time savings for employees across the company, enabling them to solve challenging problems using live data from Spotfire and Hadoop.

Fast Facts
- **Industry**: Oil and Gas
- **2014 Revenue**: $2.8B
- **Employees**: 13,000
- **Customers**: 14,000
- **Headquarters**: Wayne, PA

Solution
- TIBCO Spotfire®

“Using Spotfire, we have constantly improved efficiency because everybody can work in the same software package whether they’re an engineer, economist, or geologist. We can answer questions and build solutions in minutes that otherwise would take hours or days.”

—Team Lead, Analytics and Information Architecture

**5 TO 10%**
Estimated production increase using Spotfire

read success story »
Our services-oriented architecture is much more flexible than the old brittle integration architecture we had. We now get much better solutions, and the cost of delivering them goes down, plus our time to market is much better.”

—Scott Edie, manager of application, technology, and security architecture

Solution
- TIBCO ActiveMatrix BusinessWorks™
- TIBCO BusinessEvents®
- TIBCO ActiveMatrix® BPM

Fast Facts
- **Industry:** Financial Services
- **Founded:** 1913
- **Members:** More than 530,000
- **Investments:** AUS$50 billion
- **Rank:** Australia’s third largest fund
- **Award:** Chant West Pension Fund of the Year, 2015

Objectives
1. Reduce costs and improve operational efficiencies by streamlining back-office functions.
2. Remove application silos to improve customer communication.
3. Become more knowledgeable about customer needs.

Business Outcomes
1. A reduced IT footprint significantly cut operating expenses.
2. Customers now receive communications through their preferred channel.
3. Better customer experience with a single view of the customer, an authoritative source of information to support personalization and drive down cost.
4. Marked improvement in the response to changing conditions and delivery of new products and services.

ALL
Functional silos eliminated

read success story »
Objectives

1. Even with the oil and gas industry’s current challenges, achieve growth by analyzing and acquiring valuable assets at lower evaluations.

2. Give decision-makers 24/7 access to data so they can analyze at the granular level and make decisions that will ultimately improve profitability.

3. Leverage their talents and build development inventory by finding high quality acquisition candidates.

Business Outcomes

1. More efficient acquisition of the highest performing areas by combining mapping, decline curve analysis, and data analytics in Spotfire.

2. Thanks to TIBCO professional services, implementation of a template that brought decline curve analysis into Spotfire to improve efficiency of reserves analysis.

3. More efficient identification of poor performing wells and enhanced cash flow through the ability to address problems with workovers or recompletions.

Fast Facts

- **Industry**: Oil and Gas
- **R. Lacy** is an independent oil and gas exploration and production company with core operations in east Texas.
- **Headquarters**: Longview, TX
- **Founded**: 1946

Solution

- **TIBCO Spotfire®**

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“The engineering department is using Spotfire to put our fingertips on the data we need to help the company maximize its assets. It’s really having an impact on overall profitability.”

—Brent Haas, Vice President of Engineering
Objectives

1. Maintain leadership in the insurance industry by increasing the depth of the offering and by meeting customers’ long-term objectives for robust analysis.
2. Partner with a BI expert that would enable maintaining data security, paramount in the financial services and insurance industries.
3. Reduce support and development demands on the support team and provide software that is easy for customers to use.

Business Outcomes

1. New insights and reports supply a strong voice within a specialized market and increased credibility.
2. New personalized safety programs allowing customers to reduce risk, made possible by identifying customers with similar profiles and common risk exposures.
3. Significant decrease in the amount of effort needed for support and maintenance, allowing an immeasurable improvement in the customer experience.

Fast Facts

- **Industry**: High Technology
- **Headquarters**: Toronto

Solution

- TIBCO Jaspersoft®

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“We’re constantly asking ourselves what is best for customers, and we knew that choosing what was best for them would maintain our leadership position. We kept our customers happy and continued growing our competitive advantage with Jaspersoft.”

—Sean Banikin, Vice President, Risk Control Technologies

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Risk Control Technologies

"SEAMLESS
Customer experience with Jaspersoft single sign-on"
Objectives
1 Use data science to connect tools and software across domains and provide unique workflows.
2 Help clients become data analytics experts by acting as a problem solver rather than a software maintenance shop.
3 Become a data science partner, a trusted adviser that provides quality solutions and good advice on how to implement them.

Business Outcomes
1 The first-of-its-kind analytics app store, Exchange.ai, built on TIBCO Spotfire. Users can identify their level of sophistication and see the types of analytics they could purchase to grow their maturity level.
2 The ability to develop and extend Spotfire to deliver new solutions and visualizations that help clients move to the cloud, expect and get more technologies in the browser, and achieve seamless transitions from desktop to web.
3 Reputation as a trusted data science partner, with no client ever declining proposed projects.

Fast Facts
• Industry: Oil and Gas
• Launched a first of its kind analytics app store in 2015: https://exchange.ai/
• Headquarters: Houston, TX
• Founded: 2013
• Experience with Spotfire: 8 years

Solution
• TIBCO Spotfire®

“For our larger clients with many different disciplines, domains, and functional roles, Spotfire is like a Swiss Army knife. It can be used for many functions in many different ways, but you still just have one knife.”
—Troy Ruths, CEO

$120M
One client’s savings over three years, discovered using Spotfire

Ruths.ai

read success story »
“We achieved tremendous productivity by providing our customers with customized dashboards. They’re able to see what’s going on in the search and that’s allowed cooperation between the client and us, so we can make a placement faster. We increased our productivity twofold and cut our costs by 50%.”

—Paul Grewal, CEO

Sage Human Capital

Objectives
1. Increase visibility into talent searches and search strategies.
2. Integrate multiple data sources and view on a single dashboard.
3. Increase staff productivity and decrease cost.

Business Outcomes
1. Increased customer satisfaction through improved visibility into talent searches.
2. Increased productivity with the ability to view a dashboard that integrates multiple data systems.

Fast Facts
- Founded: 2009
- Industry: Human Resources
- Provide: TaaS (Talent as a Service)
- Headquarters: Palo Alto, CA

Solution
- TIBCO Jaspersoft®

Sage Human Capital

50% Reduction in costs

read success story »
“With our ability to deliver BI content to our customers in a timely fashion, they can make more informed and accurate decisions for their business.”

—Robert Girardi, CEO

**Objectives**
1. Deliver enhanced analytics to customers via the SofTrek ClearView CRM solution to improve usability, satisfaction, and adoption.

**Business Outcomes**
1. A unified BI strategy that allows developing and iterating BI solutions much faster.
2. Significant increase in customer adoption of the ClearView CRM offering.
3. Overall improvement in user experience, improved workflow, and faster results for ClearView CRM customers.

**Fast Facts**
- **Industry:** Application Software
- **Founded:** 1987
- **Experience:** More than 25 years
- **Headquarters:** Amherst, New York

**Solution**
- TIBCO Jaspersoft®

**SofTrek**

**Reduction in time to market**

50%
Objectives
1 Consolidate data to get one view of a customer.
2 Deliver one story about a customer, efficiently arming the executive and sales teams.
3 Obtain technology that would allow better and easier integration of systems and allow building a better data repository and better reporting.

Business Outcomes
1 By tying together sales and revenue data, one solid view of the customer, that enables insight into their activity, an improved customer experience, and better targeting for up-sell/cross-sell opportunities.
2 Stronger reporting for business groups and executives allowing better business decisions related to operations and customers.
3 Greater governance over authoring and updating of information so data is more reliable, and users get a quick return.

Fast Facts
• Industry: FSI
• 2014 Revenue: $2.8B
• Employees: 13,000
• Customers: 14,000
• Headquarters: Wayne, PA

Solution
• TIBCO® MDM

“Our main two objectives were accuracy and speed, and TIBCO MDM is allowing us greater governance over authoring and updating of information. Data then becomes more reliable, so we don’t have to spend time double- and triple-checking for reporting. We’re putting information in our data warehouse that users can rely on. And we’re providing a quick return, which is what they want.”

—Daniel Newbern, Senior Director for Enterprise Projects

Decreased
Operations overhead, development, support
Objectives
1. Manage the explosion of real-time data from in-running (betting during the game) by collecting everything that’s going on in the industry.
2. Quickly deliver what would usually be an internal process on the client side, allowing clients’ trading floor staff to manage more transactions and more markets simultaneously.
3. Modernize with technology that prepares the company for the potentially fearsome world of betting, one much like the financial industry in which there is almost a form of warfare going on.

Business Outcomes
1. Real-time data integration provides a fast, reliable feed with enhanced features, enabling clients to manage more transactions and markets simultaneously.
2. One unified data source enables customers to choose just the data they want, increasing its relevance.
3. Data now held in memory drastically reduces latency, enabling data to be very quickly pushed to Asian and European clients without the need for databases.

Fast Facts
- **Products:** TXAPI, TXLAB and TXTRADER
- **Real-time monitoring:** pre-game and in-running odds
- **Pre-game coverage:** 20 sports, 200 bookmakers
- **In-running:** Key Asian and European operators
- **Sports:** 7 types
- **Availability:** 24 hours, 365 days/year

Solution
- **TIBCO StreamBase®**

“By merging and streaming all the data on our platform, real-time and historical, customers can model, study patterns, and formulate their trading plans. They increase profitability—and that’s what it’s all about.”

—Einar Knobel, CEO

Data feeds, down from 2

“By merging and streaming all the data on our platform, real-time and historical, customers can model, study patterns, and formulate their trading plans. They increase profitability—and that’s what it’s all about.”

—Einar Knobel, CEO

Data feeds, down from 2
“TIBCO helped us with new, cutting-edge technology for Fast Data. We wanted to identify real customers and separate out any bad actors, and that required making big data actionable in real time for online and mobile.”

—Abhishek Banerjee, senior director of engineering

Western Union

Objectives
1. Become the only bank that can deliver funds in minutes to any bank account in any part of the world.
2. Deliver a fast omni-channel experience to satisfy the needs of a global customer base.
3. Make big data actionable in real time for online and mobile.

Business Outcomes
1. Greater revenue and improved customer experience through expanded payment options that deliver funds to any part of the world in minutes.
2. Delivery of a worldwide omni-channel customer experience and faster web and mobile banking.
3. Real-time customer service for online and mobile bankers.

Fast Facts
- Industry: Financial Services
- NYSE: WU
- 2013 Revenue: $5.5 billion
- Reach: 200 countries, 75 languages
- Employees: 10,000
- Agents: 500,000

Solution
- TIBCO BusinessEvents®
- TIBCO ActiveSpaces®
- TIBCO ActiveMatrix BusinessWorks™

Billions
Secure transactions using TIBCO

read success story »
“We’ve witnessed several positive outcomes from TIBCO BusinessEvents, including marked improvement in retaining customers and increased revenue per user.”

—Simeon Iheukumere, head of IT service build

Objectives
1. Become a leader in mobile Internet with at least 50% of revenue from data.
2. Improve the IT-business relationship by enabling faster responses to changing business conditions.
3. Improve value-added service delivery by knowing customer needs.

Business Outcomes
1. Marked improvement in customer retention and an increase in average revenue per user.
2. The ability to track revenue-generating activities, redefine operations across the network, and shift IT to a strategic differentiator.
3. Customer fingerprinting that enables more targeted offers with an increase in acceptance.

Fast Facts
- Industry: Telecommunications
- IDX: EXCEL
- Customers: 62 million
- Founded: 1989
- Parent: Axiata Group
- Headquarters: Jakarta, Indonesia
- Employees: 2,000

Solution
- TIBCO Spotfire® Desktop
- TIBCO BusinessEvents®

Increased Campaign conversions and revenue per user
Objectives
1 Distinguish sales drivers from non-sales drivers.
2 Optimize the marketing budget to drive additional growth.
3 Reduce time spent analyzing and collecting data and increase time spent focused on the business.

Business Outcomes
1 Dramatic improvements to strategic retailer relations, as Spotfire enables demonstrating and setting optimal pricing.
2 Acceleration of new product distribution and an increase in sales of 15-20%.
3 Great visualizations to facilitate communications and fuel a competitive advantage.

Fast Facts
- **Industry:** Food Manufacturing
- **Founded:** 1935 by Dr. Minoru Shirota
- **Headquarters:** Tokyo
- **Global distribution:** 33 countries and regions
- **Consumption:** 30 million bottles/day
- **2014 Net sales:** ¥350,322 million
- **Employees:** 3,000

Solution
- TIBCO Spotfire® Cloud

“Sales rose 15 to 20%. Spotfire absolutely accelerated new product distribution because seeing is believing. If you have a great graph, or 10 great graphs, it’s easier to convince retailers of the advantages.”

—Egbert Jan Vierkant, market analyst

15 to 20%
Sales increase due to Spotfire

read success story »
The TIBCO partnership has been great. We improved our product, expanded our capabilities, and saved time by integrating Spotfire self-service BI into our ZEMA dashboard.”

—Waleed El-Ramly, chief product officer

Objectives
1 Improve competitiveness with innovative solutions for more customers in more markets.
2 Partner with a BI market leader to empower clients with the best solution while remaining laser focused on core competencies.

Business Outcomes
1 Integrating instead of building BI enabled maintaining focus on core competencies, resulting in expanded capabilities and improvements to products and market share.
2 Improved new-business close rate led to an expanded client base that benefits from greater productivity and faster analysis and decision-making.
3 Increased customer satisfaction with analyses that used to take days to build and now takes just hours.

Fast Facts
• Industry: Energy and Commodities
• Founded: 1995
• Headquarters: Vancouver, BC
• Employees: 200

Solution
• TIBCO Spotfire®

Increased
Market share and close rates

read success story »
Learn more about the TIBCO Trailblazers Customer Awards Program at: www.tibco.com/trailblazer