

# BI Tools & MarkLogic



**ANTHONY ROACH**

Product Manager,  
MarkLogic  
@aroach337

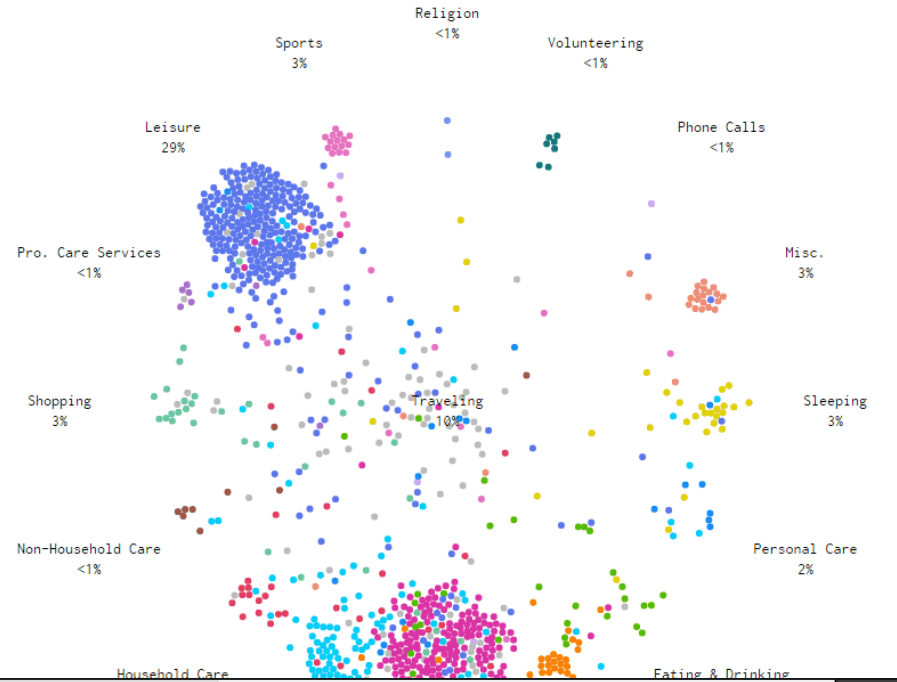
# Total B2B Media Revenue, 2015



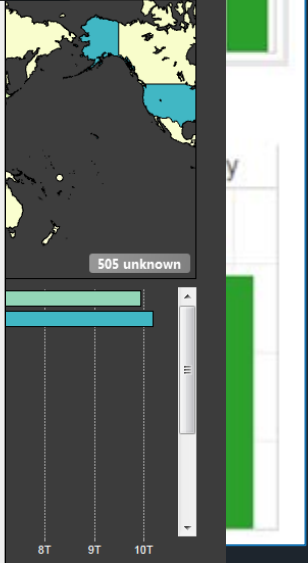
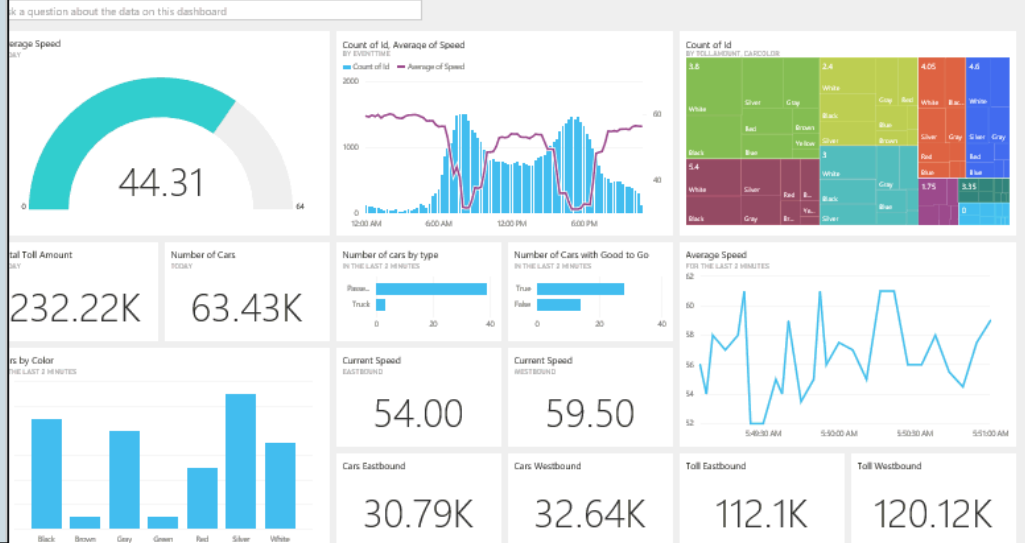
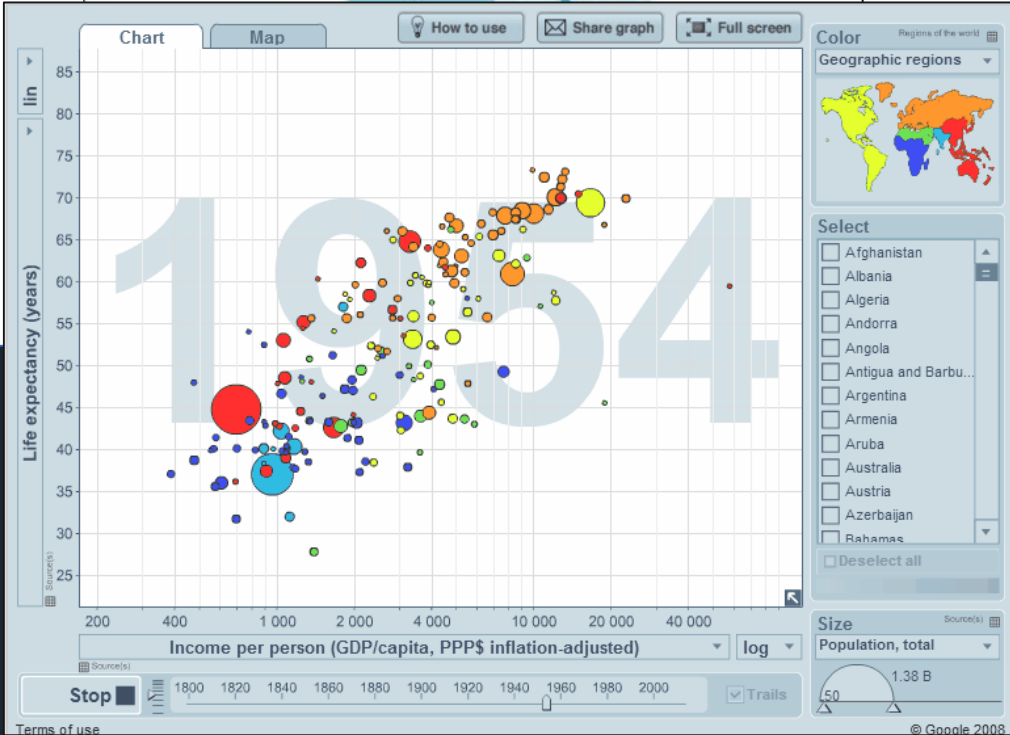
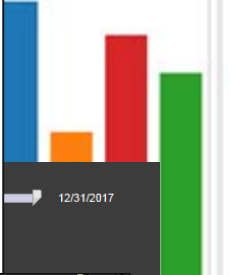
3:36pm

SLOW MEDIUM **FAST**

Coffee break? Again, at the top of the hour, you see a shift in activity.



## Technology



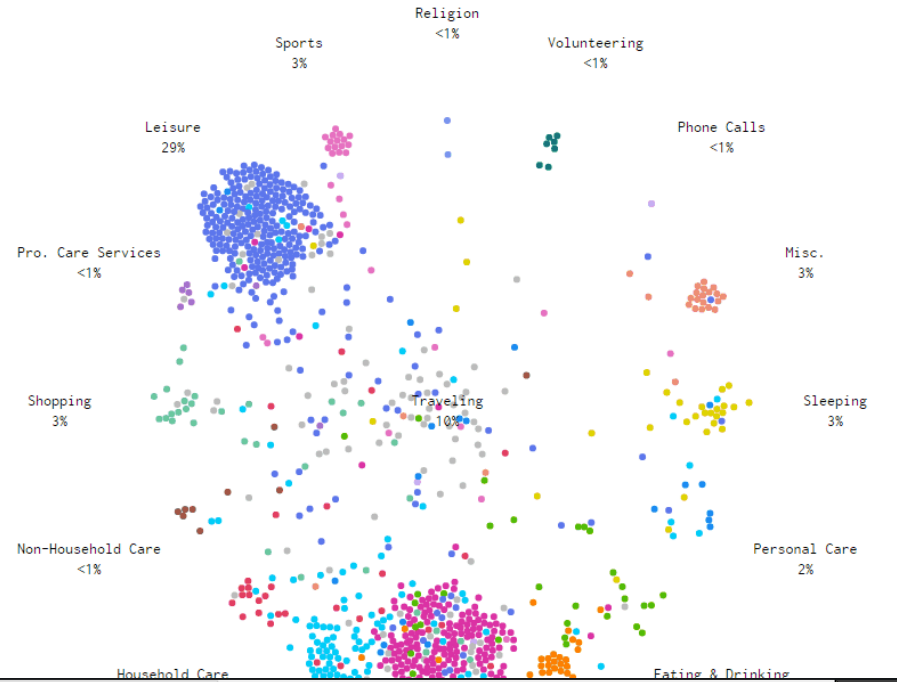
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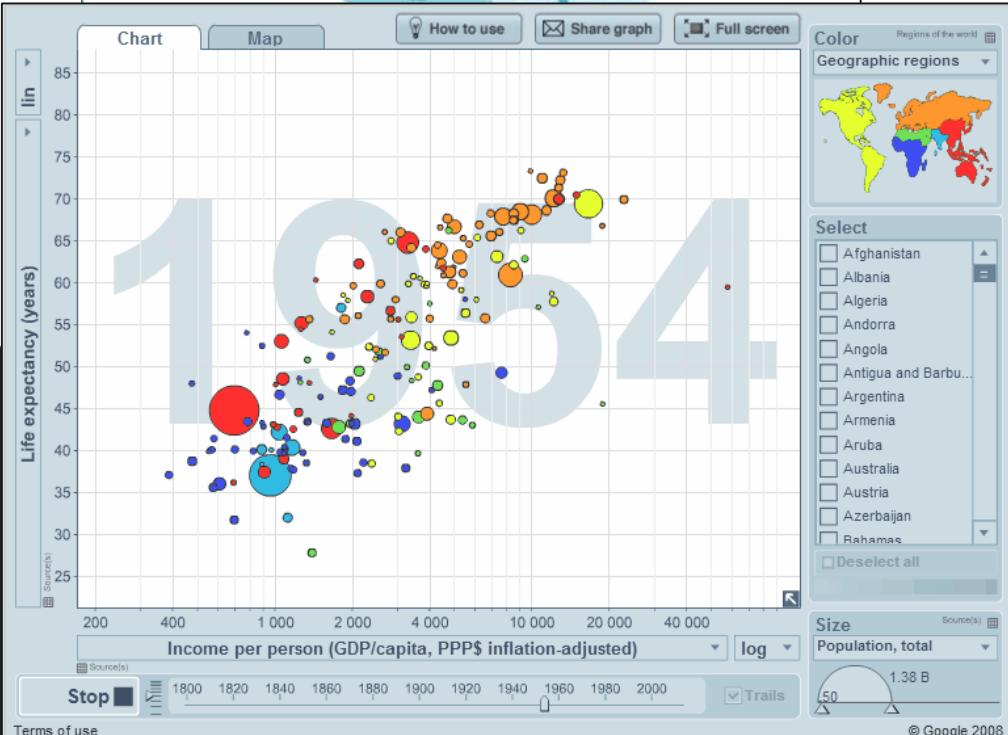
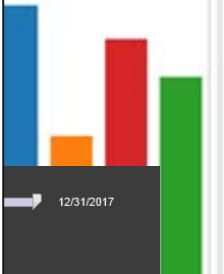
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SLOW MEDIUM **FAST**

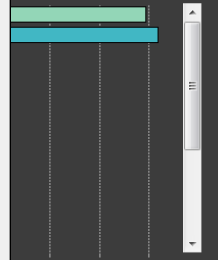
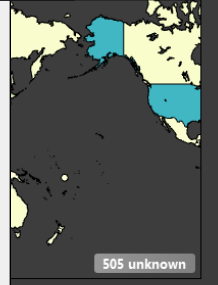
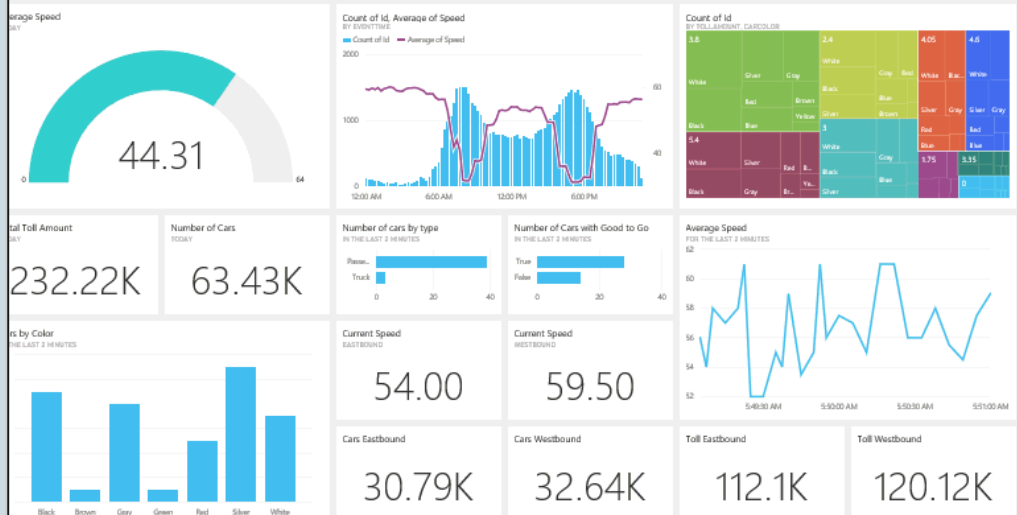
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## Technology



is a question about the data on this dashboard



Data is the Key to BI

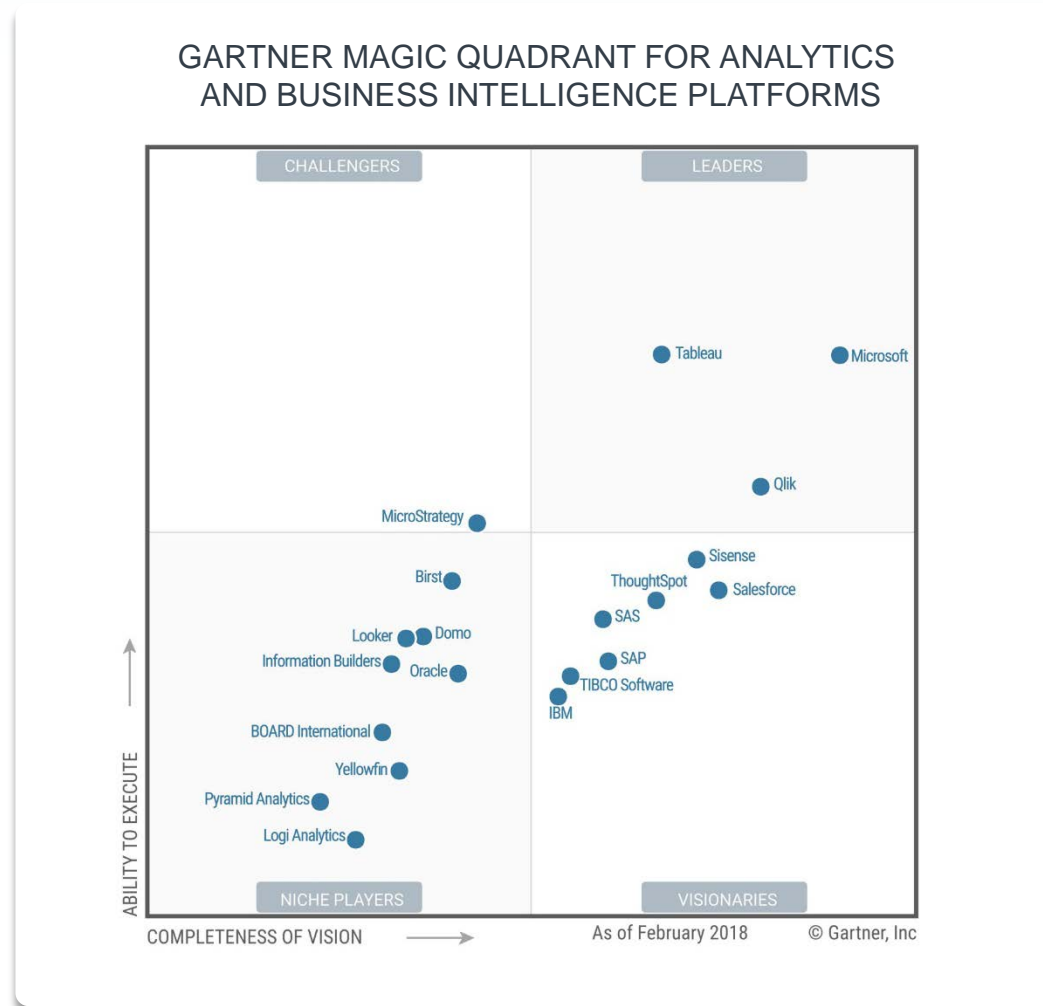
Good Data is the Key to Good BI

# MarkLogic's BI Partners

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# Leading BI Platforms



HOW TO DO IT

# Connect MarkLogic to BI Tools



## SQL Over ODBC

- Lingua Franca of BI Tools
- ACID Compliant
- Real-Time

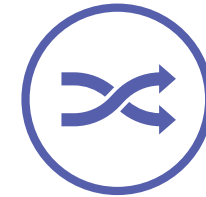
**Even Faster in 9.0-5!**



## REST over HTTP

- Modern Connection Pattern
- Near Real-Time Access

**Web Data Connectors!**



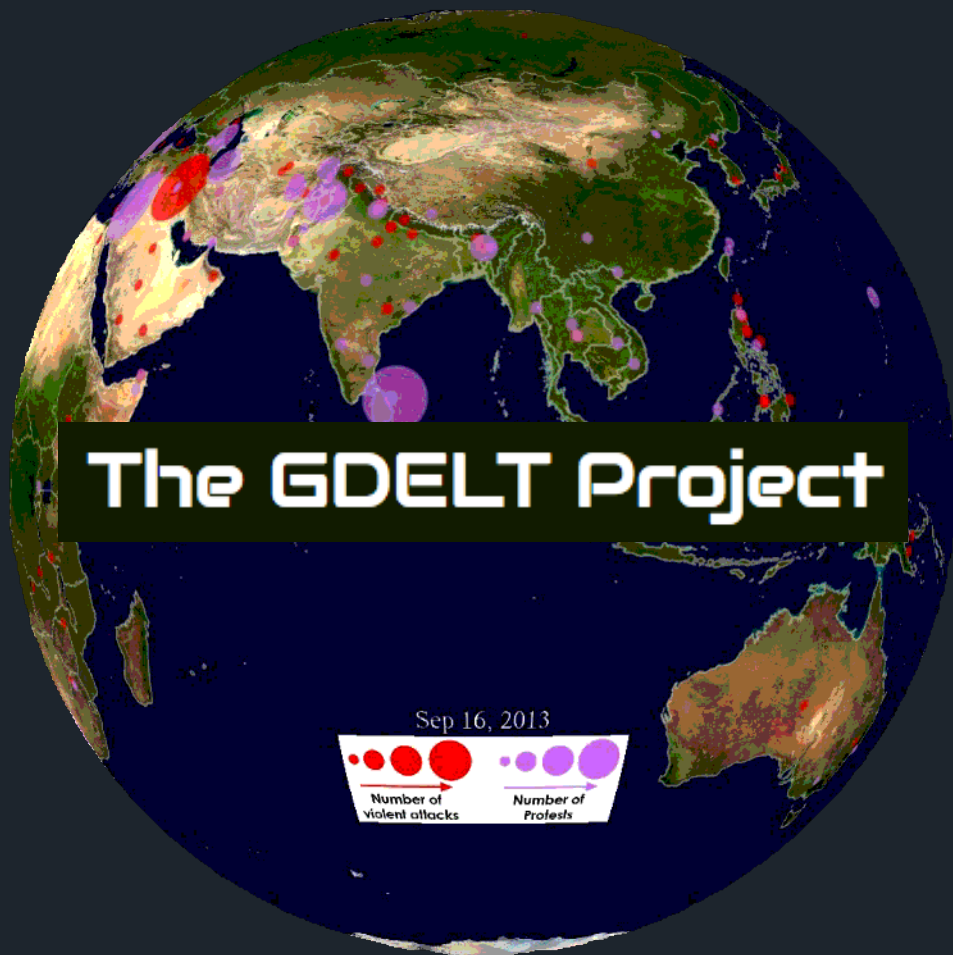
## Export to BI

- Isolate Workloads
- Create Immutable Archives
- Optimize for your Tool

**Export to Tableau!**

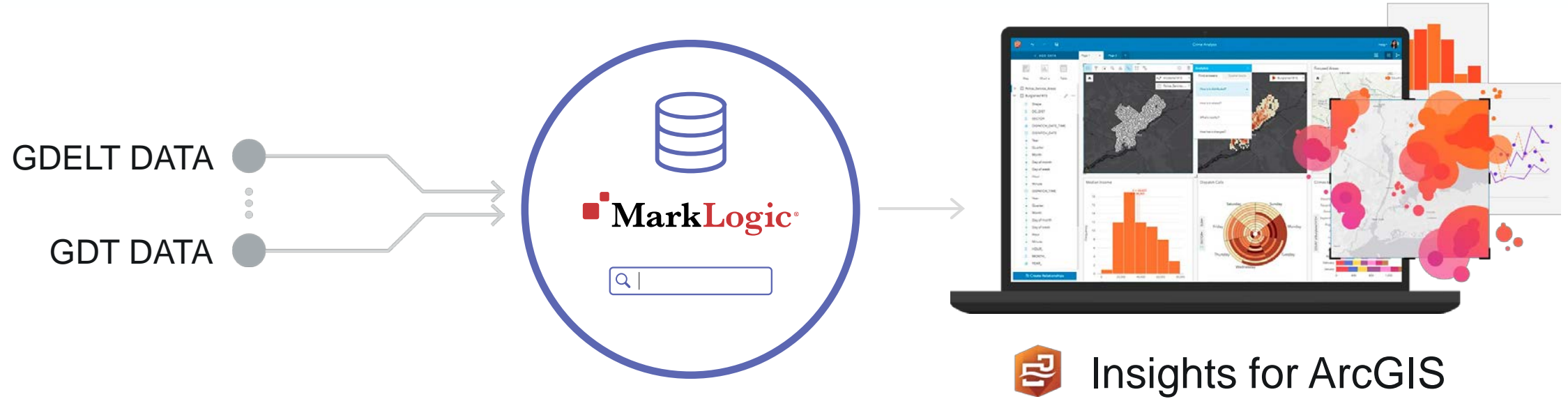


# Demo



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# Demo

# Analytics Advantage

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- ✓ More integrated
- ✓ More flexible
- ✓ More consistent
- ✓ More secure

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