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Cyberstream Partners With TIBCO Spotfire To Provide Powerful Visual Analytics Platform

CyberStream is a systems integrator, providing IT consulting, software development and network implementation services to the public and private sector in Greece, Cyprus and other international markets. The Athens-based company’s wide range of applications include business automation, telephony, portals, document and workflow management, networking, system software, digital signage and e-learning.

CyberStream has partnered with TIBCO Spotfire® to distribute and support the visual analytics software provider’s full product line to complement its business process management products and services. After conducting a thorough evaluation of the key players in the business intelligence and analytics market space, CyberStream executives determined Spotfire superior not only technically, but also as a strong partner with whom the company envisions a productive, rewarding, long-term relationship.

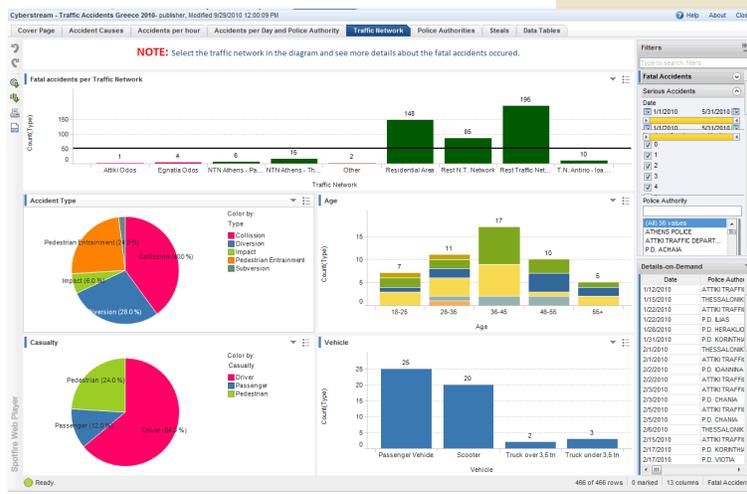
“While technically speaking Spotfire provides excellent tools, they also demonstrate a strong commitment to their partnerships,” says Andreas Maniatis, PhD, CyberStream Commercial Manager. “We were impressed with the fact that Spotfire has a deep corporate presence in TIBCO, but maintains its independence in terms of product development and technical support – the best of both worlds.”

Since entering into the partnership CyberStream has successfully demonstrated Spotfire Analytics’ extreme visualization capabilities in several public sector applications to analyze data, in an effort to better serve citizens. In the context of the “Open Access Public Data” initiative, promoted by the Greek government, indicative examples implemented include a complete visual application to analyze traffic accident data from previous years, collected by the Hellenic Police. CyberStream is also working on a similar application using Internal Revenue data from the Ministry of Finance, having the visual analytics software perform real-time “what if” analysis.

While national and municipal government organizations comprise the majority of CyberStream customers today, with Spotfire Analytics the company is targeting pharmaceutical, telecommunications, financial and insurance companies, for whom business intelligence is a top priority. "The pharma industry is a natural progression for us both because Spotfire software is already used in many parts of the world for drug discovery, clinical trials, and sales and marketing analytics applications and because major accounts from this industry in our market are our existing customers," says Maniatis. "Likewise, the other industries have a common denominator of needing a proven visual analytics tool with which to analyze large, complex data sets."

Previously using a combination of expensive, more technical analytics tools and spreadsheets, CyberStream customers find Spotfire Analytics more cost effective and simpler to learn and use. Customers particularly appreciate the software's ability to import data from multiple sources and then quickly create visuals that are easily navigated and drilled down into for insight. CyberStream adds value to its customers' Spotfire deployments by building dashboards and reports to get them started. The company has also developed a Spotfire microsite where customers can tap into a host of resources, including live demos and documentation.

CyberStream takes full advantage of Spotfire's secure Partner Portal, where they access marketing and sales training material, updates on current releases, case studies and partner news. There's also a forum where Spotfire



partners communicate with each other. "It's a great resource," says Maniatis of the Spotfire Partner Portal. "It's unusual to be part of a partner program where the other partners are so willing to share their experiences – further validation of our decision to team with TIBCO Spotfire."

"We selected CyberStream as our reseller partner in the Greek and Cypriot market because of the company's extensive reputation as a systems integrator and consultant to both the public and private sector," said Arjen Bruggemann, TIBCO Spotfire Sales Manager EMEA Alliances. "The company's diverse technical strengths, including deploying large-scale Oracle and other business process management projects, position the Spotfire analytical platform well for success in these emerging markets."

This Spotfire visualization provides a comprehensive analysis of 2010 traffic accidents in Greece – with graphs depicting fatal accidents per traffic network, type of accident, casualty, vehicle and age of person involved in the accident. Filters can be quickly applied to narrow down results and with one click on a bar or pie slice the user can drill down further into the data.



TIBCO Software Inc. (NASDAQ: TIBX) is a leading independent business integration software company and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

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